

For Immediate Release

ALOE GLOE DEBUTS EXCLUSIVELY AT THE FRESH MARKET

MANHATTAN BEACH, CA (January 23, 2012) – Starting 2012 off fresh, L.A. Aloe's newest product and BevNET recipient of 'Best Enhanced Water of 2011', Aloe Gloe, will debut exclusively at The Fresh Market's 112 stores.

Launching Aloe Gloe in 21 states throughout the Southeast, Midwest, Mid-Atlantic and Northeast, The Fresh Market serves as the first retailer to bring Aloe Gloe to the marketplace and will feature the brand prominently in print, online and throughout in-store displays.

With its focus on providing high-quality products in a unique and inviting atmosphere that encourages customers to sample products in the store, The Fresh Market is an instant fit for Aloe Gloe. The first-ever locally produced, all natural, low calorie, ready to drink Aloe beverage will be available in two flavors: Crisp Aloe Pulp Free and Crisp Grape. Using certified organic Aloe Vera, Aloe Gloe promotes skin, immunity and digestive health while featuring a delicious taste, all for only 35 calories per bottle.

Aloe Gloe is currently available in all of The Fresh Market's stores and will be sold exclusively at the specialty grocery chain through March 31. For more information on The Fresh Market please visit www.thefreshmarket.com. For more information on Aloe Gloe please visit www.aloegloe.com.

About The Fresh Market, Inc.

Founded in 1982, The Fresh Market, Inc. (NASDAQ: TFM) is a specialty grocery retailer focused on providing high-quality products in a unique and inviting atmosphere with a high level of customer service. The company currently operates 112 stores in 21 states, located in the Southeast, Midwest, Mid-Atlantic, and Northeast, with plans for continued expansion throughout the country. The Fresh Market is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.

The Fresh Market store locations:

http://www.thefreshmarket.com/stores/store_locations.aspx?q=a

About Aloe Gloe

L.A. Aloe introduces Aloe Gloe, the first-ever Locally Produced, All Natural, Low Calorie, ready to drink Aloe beverage. Using certified organic Aloe Vera, Aloe Gloe promotes skin, immunity and digestive health while featuring a delicious taste all for only 35 calories per bottle. Aloe Vera contains more than 200 biologically active amino acids, vitamins, antioxidants, enzymes and minerals. The Aloe in Aloe Gloe has been delicately processed to retain the bioactive component of Aloe Vera associated with digestive, immune, and skin health. In a market dominated by Aloe beverages that are shipped overseas and loaded with calories, Aloe Gloe is sourced in North America and locally produced in Southern California with only 35 calories.



Aloe Gloe, Gloe from within!

###

For further information on The Fresh Market, please contact:

Jordan Worrall at Brave Public Relations

Jworrall@bravepublicrelations.com

404.233.3993

For further information on Aloe Gloe or product requests, please contact:

Raphie Rose at MHA Media

rose@mhamedia.com.

323.461.1100