



**Contact:**

Jordan Worrall  
Brave Public Relations  
404.233.3993

[jworrall@bravepublicrelations.com](mailto:jworrall@bravepublicrelations.com)

**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET ANNOUNCES DONATION PROGRAM FOR  
JAPAN EARTHQUAKE RELIEF**

**GREENSBORO, NC** (March 17, 2011) – Beginning Friday, March 18, **The Fresh Market, Inc.** will begin accepting customer donations to help support victims of the earthquake and tsunami in Japan.

Customers will be able to make donations while checking out at all of The Fresh Market's stores through Sunday, April 3. Customers may make donations in any amount and 100% of the money collected will go to support The Salvation Army's Japan earthquake relief efforts.

**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 101 stores in 20 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](http://www.thefreshmarket.com).

###