



Contact:
Jennifer Foushee
KC Public Relations
404.233.3993
jfoushee@kcpr.net

FOR IMMEDIATE RELEASE:

EVERYTHING'S COMING UP ROSES AT THE FRESH MARKET ONLINE

Specialty Grocer's Online Market Celebrates Mother's Day with Roses and Special Bouquets

GREENSBORO, NC (April 30, 2009) – A stunning bouquet of roses is the perfect way to show mom how much she is loved and appreciated on her special day and every day. Long recognized by its stores' customers for excellent quality roses at a great price, **The Fresh Market**[®] is now shipping roses from its online market at www.thefreshmarket.com.

Customers ordering online can choose from six different all-rose bouquets: pink, yellow, red, orange, rainbow and green. The Fresh Market Online's roses continue the tradition of exceptional quality and value, priced at \$39.99 for one dozen or \$59.99 for two dozen. Prices include shipping and there are no service fees.

Just in time for Mother's Day, The Fresh Market has added two mixed bouquets with a variety of beautiful blooms assembled especially for mom and available exclusively at its online market. The traditional [TFM Especially for Mom Bouquet](#) (\$49.99) is a lovely combination of roses accented with gerbera daisies and spider mums, all in soft, subtle shades of pink and white. The stylish and fragrant [TFM Mom is Always Right Bouquet](#) (\$44.99) features roses and lilies in bright pink and green hues with a dramatic pop of color to brighten mom's day.

In addition to roses and bouquets, The Fresh Market Online offers a wide selection of specialty food and gift items, including an extensive selection of the company's own [TFM-branded products](#). Customers shopping online can expect to experience The Fresh Market's signature quality and exceptional customer service found in the retailer's stores.

About The Fresh Market[®]

On March 5, 1982, Ray and Beverly Berry opened the first Fresh Market in Greensboro, North Carolina. The fulfillment of a dream, The Fresh Market was founded with one simple goal in mind: to bring friends, family and neighbors high-quality perishable products in a warm and friendly atmosphere with a high level of customer service. The Fresh Market currently operates 87 stores in 17 states, concentrated in the Southeast, Midwest, and Mid-Atlantic, with plans for continued expansion in these areas. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.

###