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FOR IMMEDIATE RELEASE:

THE FRESH MARKET RELOCATES IN GREENVILLE
Specialty Grocer Features Larger Store and Expanded Grocery Selection

Greenville, South Carolina (May 7, 2008) – Hot, freshly brewed coffee all day, an expansive fresh meat selection including aged beef, poultry, lamb and veal; a dozen red roses for only \$7.99 and a decadent dessert selection describe only a few of the unique offerings that will be available at The Fresh Market’s new Greenville store.

Relocating to **27 South Pleasantburg Drive**, The Fresh Market will provide customers with a remodeled, more spacious location highlighting an even wider variety of products, including an expanded grocery selection with over 300 new items. Boasting over 20,000 square feet of culinary delights, the store will feature more parking spaces, larger grocery aisles, European fixtures that frame the meat and seafood counters, enhanced lighting, a deli island with a vast assortment of prepared foods, an increased array of organic items and larger floral, gift and bakery departments. In addition, the expanded grocery selection will include more convenience items, allowing customers to complete their shopping at one store.

The Greenville grand opening will take place at **9 a.m. on Wednesday, June 4**. Customers are invited to an opening celebration which will include a complimentary outdoor barbeque, food sampling stations with a variety of local South Carolina products, and a free sample bag of coffee to the first 1,000 customers.

“The Fresh Market deeply appreciates the long-term loyalty and relationships we have with our customers in the Greenville area,” said Craig Carlock, chief operating officer. “We are excited to provide a larger, enhanced and updated store that will better serve this thriving community.”

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The Fresh Market distinguishes itself by providing customers with superior service and high-quality products in a warm, inviting atmosphere. Fresh Market associates understand that great customer service is a top priority and work to develop relationships with customers, many of whom shop with the specialty grocer several times a week. The friendly staff combined with the store's European charm and old-world ambience create an extraordinary food shopping experience – one that customers look forward to time and time again.

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 78 stores in 18 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.

The Fresh Market – Greenville is NOW located on 27 South Pleasantburg Dr. For additional information, please visit www.thefreshmarket.com.

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