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**THE FRESH MARKET EXPANDS INTO THE NORTHEAST WITH BOSTON-AREA STORE
Specialty Grocer Selects The Launch at Hingham Shipyard for New Store Location**

HINGHAM, M.A. (June 2, 2008) – The Fresh Market continues to grow its chain of specialty grocery stores with its first New England location in the Boston suburb of Hingham. The company will be an anchor tenant in The Launch at Hingham Shipyard, part of a 1.2 million square foot mixed-use waterfront district scheduled to open in the spring of 2009.

“We are excited both about our entry into the Northeast and to be a part of The Launch at Hingham Shipyard,” said Randy Kelley, Senior Vice President of Real Estate and Development for The Fresh Market. “We look forward to building a store that is consistent with the architecture in the area, where there is such a rich history and a strong sense of place. We feel The Fresh Market will be a perfect fit for Hingham and greater Boston.”

The Fresh Market has built its reputation on being an extraordinary food destination store. “From bountiful produce and high quality meats to convenient prepared foods and an in-store bakery,” said Craig Carlock, Chief Operating Officer for the company, “customers will discover that our stores are committed to variety, freshness and quality as well as superior customer service.”

“We are so pleased that The Fresh Market’s first Northeast location will be at The Launch at Hingham Shipyard,” said Robin Mosle, Executive Vice President of Leasing for developer Samuels & Associates. “As one of our anchor tenants, the company fits our philosophy of offering diverse shopping, dining and entertainment experiences to commuters, residents and visitors alike.”

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.