



Contact:
Catherine Ogle
KC Public Relations
404.233.3993
cogle@kcpr.net

FOR IMMEDIATE RELEASE

THE FRESH MARKET TO OPEN NEW INDIANAPOLIS STORE ON JUNE 25

*Specialty Grocer Brings Superior Customer Service and Quality Products
Back to the Site of the Former Atlas Supermarket*

Indianapolis, IN (June 11, 2008) – **The Fresh Market®** is excited to be the new corner grocer at **5414 N College Avenue**. The specialty grocer’s philosophy, like that of the Atlas Supermarket that was located at the same address for over 50 years, incorporates unparalleled product selection and expert customer service in an inviting atmosphere. The Fresh Market doors will open to the community at **9:00 a.m. on Wednesday, June 25**, and grand opening activities will include a complimentary barbeque, food sampling stations and a free bag of gourmet coffee to the first 1,000 customers.

“A destination for those who enjoy cooking and quality food, The Fresh Market is proud to locate in an area where residents expect and appreciate personal relationships, specialty items and a high level of customer service,” said Brett Berry, chief executive officer. “We have designed this store with the Indianapolis customer in mind and are confident that the residents of Meridian-Kessler and surrounding areas will welcome our ‘neighborhood market’ feel that customers grew to love about Atlas.”

Known for its fresh foods and ingredients, The Fresh Market boasts a world-class produce department, old-world butcher shop, European delicatessen, flower and gift center, an impressive wine selection and a bakery department. “We go to great lengths to make sure our customers receive the best service and highest quality products available,” said Craig Carlock, chief operating officer. “For example, when we open we will have two varieties of wild Alaskan salmon – King salmon and Sockeye salmon - and our ground beef is ground fresh in the store daily from whole roasts and steak trimmings.”

The Fresh Market’s inviting atmosphere is reminiscent of old-world European markets, says Carlock. “Our customers enjoy shopping in an environment that appeals to all the senses. The smell of freshly brewed coffee and bread right out of the oven, the sound of classical music, soft lighting with antique décor in an intimate setting, and the ability to select and taste fresh, high-quality products, all work together to create a unique shopping experience.”

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The Fresh Market recognizes the value of personal connections through its emphasis on excellent service and employs a team of friendly and well-trained professionals who pride themselves on providing the highest level of customer service to shoppers. Team members can often be found offering cooking advice to customers looking for new ideas and inspirations for spicing up their traditional recipes or sharing their favorite tips to help shoppers create the perfect meal.

The Fresh Market looks forward to becoming a member of the Meridian-Kessler neighborhood, as the store joins its other Indianapolis area location at 2490 E 146th St. in Carmel. The new store will bring more than 90 jobs to the area.

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.

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