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FOR IMMEDIATE RELEASE

THE FRESH MARKET CELEBRATES 25 YEARS OF SERVICE
Benefiting Juvenile Diabetes Research Foundation

Greensboro, NC (June 14, 2007) - This year, **The Fresh Market** celebrates **25 years** of success with its yearlong anniversary campaign featuring an exclusive selection of 25th anniversary products, a recipe contest for its 25th anniversary cookbook due in stores for the holidays and an event to commemorate 25 years in its hometown of Greensboro, North Carolina.

The Fresh Market's SummerFest: A Celebration of 25 Years of Service, will take place on June 30 in Greensboro, North Carolina where The Fresh Market established its first store location at the corner of Lawndale Drive and Pisgah Church Road in 1982. Its other Greensboro store location, currently located at Guilford College Road and Friendly Avenue will relocate to the Jefferson Village shopping center on June 27, into a larger 20,000-plus square foot space, not far from its original location. To commemorate its success, the company will host a fun, family-oriented event for the community, which will include a local chef cook-off, food sampling stations, live music, a kids tent and raffle with great prizes that will benefit the local chapter of **Juvenile Diabetes Research Foundation (JDRF)**. In addition, 10 percent of the store's sales on June 30 will go to the charity.

"We are very excited to celebrate The Fresh Market's 25th anniversary in our hometown, where it all began," said Brett Berry, President & Chief Executive Officer. "We greatly appreciate the support of our customers over the years and hope that they will continue to look to The Fresh Market for fresh, high quality products and superior customer service."

The Fresh Market kicked off its anniversary on March 8 by inviting customers to participate in its **25th Anniversary Cookbook Contest**. Customers were encouraged to submit their creative personal recipes online or in stores before April 30 for this special edition cookbook, due to arrive in stores for the holidays. Those recipes chosen for the cookbook will include the winners' names and 25 lucky entrants will receive a 25th Anniversary Prize Package.

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In addition to the contest and event, The Fresh Market will release several special 25th anniversary products this year, which will be packaged with a silver 25th anniversary logo.

The Fresh Market got its start 25 years ago, in 1982 in Greensboro, North Carolina. Founded by Ray and Beverly Berry, The Fresh Market was the fulfillment of a dream: to develop a better grocery store that brought back the feeling of European open markets. The small store with loose produce, vitamins, bulk foods and freshly roasted coffee in bins stood in stark contrast to conventional grocery stores at the time where foods had increasingly become industrialized and the stores bigger and sterile. Fortunately, many customers showed up for opening day and the store was an immediate favorite among Greensboro residents.

"While many people didn't understand what we were about or how to shop our store," admitted Ray Berry, "most people really enjoyed the quality of our products and kept coming back."

The demand for The Fresh Market concept was so high that today, while still family owned and operated, it has grown in size to 69 stores in 13 states in the Southeast and Midwest, with plans for continued expansion into the Southeast, Midwest and Mid-Atlantic region.

Stay tuned for all the exciting new things that The Fresh Market has in store this year.

For more information on The Fresh Market, visit www.thefreshmarket.com.