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**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET OPENS FIRST STORE IN MARYLAND**

*The Fresh Market Brings High Quality, Full-Service Neighborhood Market to Baltimore*

**Baltimore, Maryland** (June 22, 2007) – **The Fresh Market** expands further into the Mid-Atlantic region and brings its first specialty grocery store to Maryland. Offering an extraordinary food shopping experience, The Fresh Market will introduce its high quality products and superior customer service to Baltimore residents. In addition, the store will bring more than 90 new jobs to the area.

The 22,000 plus square foot location at The Shops at Quarry Lake will open its doors to the public on **Wednesday, July 18<sup>th</sup>**. The Fresh Market grand opening activities will include: a complimentary outdoor barbeque with professional chefs and succulent baby back ribs, food sampling stations, a live jazz band and a free sample bag of coffee to the first 1,000 customers.

The Fresh Market is a modern store grounded in old-fashioned values. The market's open-air design, old-world décor and European charm welcome customers into its inviting atmosphere. The ambiance is enhanced by the dark red tile floors, incandescent lighting and classical music, which add to the customers' feeling of strolling through several "fresh" European markets – all under one roof.

"The Fresh Market is a departure from the traditional supermarket. We try to make our stores a complete neighborhood market experience, where customers develop relationships with the staff, receive cooking tips and advice, sip complimentary freshly brewed coffee and chat with their friends," says Craig Carlock, chief operating officer. "The Fresh Market blends into the neighborhood as if the store has been 'just around the corner' for years."

Also known for its full-service meat counter, The Fresh Market boasts its high-quality meats and seafood displayed in butcher-style cases with the best selection of fresh fish flown into stores several times each week. In addition, The Fresh Market offers ready-to-

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serve entrées, including rotisserie selections, sushi, salads, sandwiches, dips and spreads along with fresh bakery items and a bountiful produce department.

The Fresh Market will be open Monday through Saturday 9 a.m. – 9 p.m. and Sunday 10 a.m. – 8 p.m. and is located on 2510 Quarry Lake Dr. For more information visit [www.thefreshmarket.com](http://www.thefreshmarket.com).

**About The Fresh Market**

On March 8, 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. This year, the specialty grocer celebrates 25 years of success with its yearlong anniversary campaign featuring exclusive 25<sup>th</sup> anniversary products, a special edition cookbook and a hometown anniversary celebration this summer. The Fresh Market currently operates 70 stores in the Southeast and Midwest, with plans for continued expansion into these areas, as well as the Mid-Atlantic region. The Fresh Market is a family-owned, privately held company and remains an equal opportunity employer.

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