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FOR IMMEDIATE RELEASE:

THE FRESH MARKET TO RELOCATE IN WILLIAMSBURG JULY 20

WILLIAMSBURG, VA (June 30, 2011) – To serve its longstanding and loyal Williamsburg customers better, **The Fresh Market, Inc. (NASDAQ: TFM)** is excited to announce the opening of its new and expanded store. The company is moving from its current location at 1303 Jamestown Road to a larger space located at 5231 Monticello Avenue.

In its new location, The Fresh Market will continue to provide customers with extraordinary customer service in a new, more spacious store that will offer an even greater variety of products. At over 22,700 square feet, the store will feature larger grocery aisles and expanded grocery and dairy selections with over 300 new items, 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 selections will include more convenience items, allowing customers to complete their shopping at one store.

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

The grand opening of the new store will take place at **9:00 a.m. on Wednesday, July 20**. Customers are invited to an opening celebration which will include chef demonstrations and food sampling throughout the store. A reusable shopping bag and sample-sized bag of the company’s gourmet coffee will be free to the first 1,000 customers.

In addition, customers attending the grand opening will be invited to enter into a drawing to win The Fresh Market Pantry. Valued at approximately \$1,000, the Pantry is a collection of The Fresh Market’s own TFM-branded favorites, including spices, stocks, pastas, pancake mixes, gourmet sauces, jams and more to fill the lucky winner’s kitchen cupboard.

About The Fresh Market, Inc.

Founded in 1982, The Fresh Market, Inc. (NASDAQ: TFM) is a specialty grocery retailer focused on providing high-quality products in a unique and inviting atmosphere with a high level of customer service. The company currently operates 105 stores in 21 states, located in the Southeast, Midwest, Mid-Atlantic, and Northeast, with plans for continued expansion throughout the country. The Fresh Market is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.

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