



Contact:

Karina Timmel / Catherine Ogle
KC Public Relations
404.233.3993

ktimmel@kcpr.net; cogle@kcpr.net

FOR IMMEDIATE RELEASE

THE FRESH MARKET GIVES THANKS TO HOMETOWN SUPPORTERS

Community Event Raised Thousands for Juvenile Diabetes Research Foundation

Greensboro, NC (July 3, 2007) – On Saturday, June 30th, **The Fresh Market** celebrated 25 years of success by hosting a community event at the new location of one of its very first hometown stores in Jefferson Village. Participation from five local restaurants, the city mayor, a local television station and the daily newspaper along with the attendance of approximately 1,000 Greensboro residents made this event a true a neighborhood experience.

The Fresh Market's SummerFest: A Celebration of 25 Years of Service was a day-long celebration that included a local chef cook-off, food sampling stations, live music, a kids tent, giveaways and a raffle benefiting the Juvenile Diabetes Research Foundation (JDRF). The Fresh Market also donated 10 percent of the day's store sales to the charity, which brought the generous contribution to a grand total of \$12,815.

"We at the JDRF Piedmont Triad Chapter are grateful for the ongoing partnership with The Fresh Market," said Andrea Hulke, Outreach Manager of JDRF. "We appreciate the company's amazing support and dedication to helping JDRF find a cure for diabetes and its complications."

The Greensboro restaurant community also showed its support by helping The Fresh Market create a successful cook-off, which would not have been possible without grill donations from Fleet Plummer and chef participation from Ruth's Chris, 223 South Elm, Ganache, Lucky 32 and 1618 West Seafood Grill, who was the official cook-off winner. Chef George Neil prepared an appetizing meal, with grilled grouper as the entrée and crab stuffed baby bella mushrooms, honey onion rings and wasabi coleslaw for side dish options. As the winner, 1618 West Seafood Grill and its winning recipe will be featured in The Fresh Market's special edition, 25th anniversary cookbook, available for purchase this fall.

"We were 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 community's support and hope that our customers look forward to another 25 years of extraordinary food shopping with The Fresh Market."

- more -

The Fresh Market Gives Thanks
Page 2

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 25th 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.