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FOR IMMEDIATE RELEASE:

WEDDING BELLS AT THE FRESH MARKET

Specialty Grocer Serves as Backdrop for Couples Courtship and Nuptials

Greensboro, NC (July 6, 2009) – You can find many unique and special things at **The Fresh Market®**, but for one couple it was love.

Jennifer Darieng and Jason Smedley were meeting for their first date. The restaurant they chose had a lengthy waiting list and the two decided to walk over to The Fresh Market store nearby to pass some time. Walking and talking, somewhere between the fresh produce, the cheese counter or maybe surrounded by the delicacies of the bakery department – a sweet affection began. Nineteen months later, down on one knee in the parking lot of The Fresh Market, Jason popped the big question and Jennifer said ‘yes.’

Originally planned for March 2010, the couple’s wedding plans were moved up because the groom, who is in the United States Air Force, is expecting to be deployed to the Middle East again later this year. Not wanting him to leave without being married, the couple decided they needed a simple affair, but one with fond memories, so they called The Fresh Market to ask if they could be married inside the store where they spent their first date.

“Who could say no to such a sweet story?” said Theresa Chalkley, district manager for The Fresh Market. “Our Virginia Beach store was the backdrop to Jennifer and Jason’s courtship and hosting the wedding here is a perfect way to bring it full circle. While the store will still be open, we intend to make it a very special occasion. They may just have a few extra ‘wedding guests’.”

The groom’s brother-in-law is an ordained minister and will officiate the ceremony at 11:00 a.m. on July 11, 2009 at The Fresh Market, 744 Hilltop North Shopping Center, Virginia Beach, VA.

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 88 stores in 17 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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