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FOUNDERS RETAIN OWNERSHIP OF THE FRESH MARKET

Specialty Grocer Will Continue to be Owned and Operated by the Berry Family

GREENSBORO, N.C. (July 23, 2008) – In April the Berry family, owners of North Carolina-based specialty grocery chain The Fresh Market®, announced that they had engaged investment bank Goldman Sachs to advise and assist them in exploring and evaluating opportunities for outside investment. Today, the family announced that they have decided to maintain full control of the company.

“After receiving thoughtful and fair offers to purchase from a number of different companies, we have decided to retain ownership of The Fresh Market,” said Brett Berry, president and chief executive officer. “Simply put, as we went through the process of courting potential buyers and investors we fell in love with the company all over again. We consider ourselves fortunate to continue to own and operate the company founded by our family over 25 years ago.”

The company plans to sustain its aggressive growth plan in addition to expanding its reach into new markets.

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 80 stores in 18 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.