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FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS FIRST STORE IN WISCONSIN

The Fresh Market Continues Growth in the Midwest with New Location in Brookfield

Brookfield, Wisconsin (July 26, 2007) – Freshly brewed coffee, baked pastries, fresh-cut flowers, premium meats and seafood, brightly colored fruits and vegetables and classical music embody the European charm and culinary delights of **The Fresh Market**. The specialty neighborhood grocer expands its presence in the Midwest with the addition of a new store in Brookfield. Bringing more than 90 new jobs to the area, The Fresh Market is proud to be a part of this thriving community.

On Wednesday, August 15th, The Fresh Market welcomes friends, family and neighbors to the store's grand opening celebration at 9:00 a.m. Food sampling stations, a live jazz band, an outdoor BBQ and a free sample bag of coffee will be available for all guests to enjoy. Opening week activities will also include a series of chef demonstrations, where local Fresh Market chefs will be dishing up some enticing treats for customers, Wednesday through Saturday.

The Fresh Market is known for its full-service meat counter with high-quality certified meats and poultry in butcher-style display cases and the best selection of fresh fish flown into stores up to six times a week. The Fresh Market also provides shoppers with more than 400 different produce items, ready-to-serve entrées, hard-to-find pastries and an unparalleled selection of everyday, special occasion and local wines.

"The Fresh Market puts an enormous amount of energy and resources into creating a unique food shopping experience," says Craig Carlock, chief operating officer. "It's easy to shop our stores because every product is carefully scrutinized, and we carry only the best of the best."

The specialty grocer prides itself on offering customers high-quality perishables and exceptional customer service in a refreshing atmosphere. The Fresh Market employs friendly and professional team members that are available to provide cooking advice and ensure that customers receive full-service attention during each store visit. Fresh Market associates understand that great customer service is a high priority and work to develop relationships with customers, many of whom shop with the specialty grocer several times a week. In turn, The Fresh Market blends into the neighborhood as if the store has been "just around the corner" for years.

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Located on Blue Mound Rd. near Brookfield Square Mall, The Fresh Market provides more than 22,000 square feet of enticing flavors and unique food offerings for customers to explore. Each store evokes a sense of European charm with dark red tile floors, antiques, incandescent lighting, tantalizing aromas and classical music. While shopping, the customer has the feeling of strolling through several “fresh” European markets – all under one roof.

The Fresh Market is a destination for anyone who values quality and service. “The town of Brookfield has a wonderful sense of community and we feel that its residents will be right at home in our neighborhood market,” said Brett Berry, president and chief executive officer. “We eagerly await opening our doors to the folks who are really looking for something different and something special from their grocer.”

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 and will release an exclusive line of 25th anniversary products, in addition to a special edition cookbook, which will be available for purchase this fall. The Fresh Market currently operates 72 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.

The Fresh Market - Brookfield is located on 15895 West Blue Mound Rd. For additional information visit www.thefreshmarket.com.