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FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS IN MACON ON AUGUST 27
*Specialty Grocer Brings Superior Customer Service,
High Quality Products and European Charm to the Heart of Georgia*

MACON, GA (August 5, 2008) – **The Fresh Market**[®] is pleased to introduce a unique grocery shopping experience to the residents of Macon, GA. The specialty grocer's full-service philosophy incorporates unparalleled product selection and expert customer service in an inviting atmosphere.

On **Wednesday, August 27 at 9 a.m.** The Fresh Market will open its doors and welcome the community to Macon's first store, located at 4357 Forsyth Road. The grand opening celebration will include a complimentary outdoor barbeque with mouthwatering baby back ribs, cooking demonstrations by professional chefs, a variety of food sampling stations, and a free sample bag of coffee to the first 1,000 customers.

"We are excited to open a store in Macon, expanding our reach in the southeast with our ninth Georgia location," said Brett Berry, president and chief executive officer. "This new store has been much anticipated, and we look forward to offering customers a unique and rewarding food shopping experience."

With over 20,000 square feet of culinary delights, features of the Macon store will include a bakery department that produces 30 freshly baked breads and 15 different varieties of pies, a full service meat counter, a wide selection of ready-to-serve entrées, fresh seafood that is flown into the store several times per week and more than 200 imported and domestic cheeses, as well as a bountiful produce department that boasts more than 400 items with a large organic selection.

The Fresh Market's inviting atmosphere is reminiscent of old-world European markets, says Craig Carlock, chief operating officer. "Our customers enjoy shopping in an environment that appeals to all the senses. The smell of freshly brewed coffee and bread right out of the oven, the sound of classical music, soft lighting with antique décor in an intimate setting, and the ability to select and taste fresh, high-quality products, all work together to create the feel of several 'fresh' markets – all under one roof."

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The Fresh Market looks forward to becoming a part of the Macon community, while bringing more than 90 new jobs to the area, most of which will be hired locally.

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.

The Fresh Market in Macon is located at 4357 Forsyth Road. Hours of operation will be Monday – Saturday from 9 a.m. - 9 p.m. and Sunday from 11 a.m. – 8 p.m.

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