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**THE FRESH MARKET ANNOUNCES FURTHER EXPANSION IN ILLINOIS
Specialty Grocer to Open New Store in Lake Forest**

LAKE FOREST, IL (August 7, 2009) – The Fresh Market continues to grow its chain of specialty grocery stores in the Chicago area with a new location in Lake Forest. The store will be the company’s fifth in the state, with the fourth store opening in Normal this fall. The company expects to open the Lake Forest store, which will be located at the former site of Don’s Finest Foods, in the spring of 2010.

“We are excited about our entry into Lake Forest and feel The Fresh Market will be a perfect fit for the community,” said Randy Kelley, senior vice president of real estate and development for The Fresh Market. “We look forward to becoming the area’s neighborhood grocer, providing Lake Forest residents with quality products, excellent customer service and a unique shopping experience. We have had the pleasure of meeting Don and hope we can deliver the same level of service that he and his family delivered to Lake Forest for so many years.”

The Fresh Market has built its reputation on being an extraordinary food destination store. “From bountiful produce and a full-service meat counter to convenient prepared foods and an in-store bakery,” said Craig Carlock, the company’s president and CEO, “customers will discover that our stores are committed to variety, freshness and value as well as superior customer service.”

The Fresh Market has been in the greater Chicago metropolitan area since 2005, with stores in Geneva, Kildeer and Wilmette.

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 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.