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**THE FRESH MARKET ANNOUNCES FURTHER EXPANSION IN FLORIDA
Specialty Grocer to Open New Store in St. Petersburg**

ST. PETERSBURG, FL (August 7, 2009) – The Fresh Market continues to grow its chain of specialty grocery stores with a new location in St. Petersburg, Florida. The store will be the company’s twenty-third in the Sunshine State, with the twenty-second store opening in Vero Beach on August 26. Two other new stores are currently planned, in Ocala and Miami’s South Beach. The company expects to open the St. Petersburg store in the Cocoanut Grove shopping center in late summer 2010.

“We are excited about both our continued expansion in Florida and our entry into St. Petersburg,” said Randy Kelley, senior vice president of real estate and development for The Fresh Market. “We have been interested in the St. Petersburg area for a long time and appreciate the positive response we have received from the city and from its residents. We look forward to providing the community with the same quality products, excellent customer service and unique shopping experience that our customers have come to appreciate in other markets.”

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.”

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.