



dedicated to finding a cure



For More Information:

Karina Timmel, KC Public Relations
404.233.3993; ktimmel@kcpr.net

FOR IMMEDIATE RELEASE

**The Fresh Market and Juvenile Diabetes Research Foundation Team Up
To Find a Cure for Type 1 Diabetes
*100 Percent of "Sidewalk Sale" Proceeds Benefiting JDRF***

Greensboro, N.C., August 16, 2007 —The Fresh Market will hold its 13th annual Sidewalk Sale on Friday, September 7 through Sunday, September 9 from 11:00 a.m. – 6:00 p.m. to benefit the Juvenile Diabetes Research Foundation. Each of The Fresh Market's 72 stores in 18 states will offer hot dogs, root beer floats, and gourmet cookies in exchange for a donation to JDRF in support of its mission to find a cure for diabetes and its complications.

The Fresh Market is pleased to supply all food products for the event and will donate 100 percent of the money raised over the three days directly to JDRF. Last year The Fresh Market was proud to raise \$200,000; its goal for 2007 is \$300,000

"For more than a decade, the Berry family and The Fresh Market have been dedicated supporters of JDRF's mission: to find a cure, fast," said Robin Harding, JDRF's Executive Vice President and Chief Operating Officer. "We are grateful for the partnership and always look forward to the annual Sidewalk Sale, which is helping us turn research into reality."

The Sidewalk Sale is one of the many ways The Fresh Market continues to support JDRF. This year, the company hosted SummerFest: *A Celebration of 25 Years of Service*, a daylong celebration that donated \$12,815 from raffle ticket sales and 10 percent of the day's store sales to JDRF. In addition, The Fresh Market was the first Presenting Sponsor for the Walk to Cure Diabetes held in the corporate headquarters city of Greensboro, NC. The company has also consistently been a Research Sponsor, the highest gala sponsorship level of the JDRF Piedmont Triad Chapter, and was honored at their initial gala in 2001.

"This event brings communities together each year to increase awareness and raise critically needed funds for research of type 1, often called juvenile diabetes," said Ray Berry, Founder of The Fresh Market. "This is a cause our company has championed for many years and we are excited to see the local stores embracing the cause in their neighborhoods."

For store locations and more information about The Fresh Market, please visit www.thefreshmarket.com.

About JDRF:

JDRF was founded in 1970 by the parents of children with type 1 diabetes - a disease that strikes children, adolescents, and adults suddenly, makes them insulin dependent for life, and carries the constant threat of devastating complications. Since inception, JDRF has provided more than \$1.16 billion to diabetes research worldwide. More than 85 percent of JDRF's expenditures directly support research and research-related education. JDRF's mission is constant: to find a cure for diabetes and its complications through the support of research. For more information please visit www.jdrf.org

###