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FOR IMMEDIATE RELEASE:

THE FRESH MARKET RELOCATES IN PONTE VEDRA
*Grocer's Niche is High-Quality Perishables, Specialty Foods and
Fresh Approach to Customer Service*

Ponte Vedra, Florida (August 27, 2007) – As Ponte Vedra Beach continues to grow, **The Fresh Market** is following suit with an expansion of its own. The Fresh Market is relocating its current store to provide customers with a remodeled, more spacious location that will offer an even larger variety of specialty items. The Ponte Vedra grand opening will take place at **9:00 a.m. on Wednesday, September 12th** at its new location on **840 A1A North**. **Customers are invited to an opening celebration, which will include a complimentary outdoor barbeque, food sampling stations, a live jazz band and a free sample bag of coffee to the first 1,000 customers.**

“The Fresh Market is overwhelmed by the reception and loyalty from the city of Ponte Vedra,” said Craig Carlock, chief operating officer. “We see the need for a larger, enhanced and updated store that will better serve this thriving community.”

One of 20 Fresh Market stores in Florida, the new Ponte Vedra location boasts over 26,000 square feet of culinary delights. New features will include more parking spaces, spacious grocery aisles, European fixtures that frame the meat and seafood counters, enhanced lighting, a deli island with a wide assortment of prepared foods, an improved selection of organic items and larger floral, gift and bakery departments. These elements highlight the store’s European charm and ambience, which is also marked by the dark red tile floors, antiques, incandescent lighting, tantalizing aromas and classical music. While in the store, the customer has the feeling of strolling through several “fresh” European markets – all under one roof.

The specialty grocer prides itself on superior customer service. 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

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The Fresh Market built its reputation on being an extraordinary food destination store. With a focus on specialty goods including the finest fruits and vegetables, unique candies, imported cheeses, top-quality deli items, certified premium meats and seafood, The Fresh Market remains committed to variety, freshness and above all else quality.

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 service 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 – Ponte Vedra is NOW located on 840 A1A North. For additional information visit www.thefreshmarket.com.

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