



Contact:
Catherine Ogle/KC Public Relations
404.233.3993/cogle@kcpr.net

FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS IN CORNELIUS ON OCTOBER 15

Specialty Grocer Brings High-Quality Products and Superior Customer Service to Lake Norman Community

CORNELIUS, NC (September 15, 2008) - **The Fresh Market**, headquartered in Greensboro, NC, will expand its presence in the state next month with a new store in Cornelius. This location marks the company's fourteenth store in North Carolina, with an additional opening to follow this year in Greenville.

Located at 20623 Torrence Chapel Rd., The Fresh Market will be near the Lake Norman shore and convenient to many of Mecklenburg County's towns including Caldwell, Davidson and Mooresville. Additionally, the store is only a short drive from Charlotte, marking it the third Fresh Market location in that area.

The store's grand opening will be held on **Wednesday, October 15, at 9:00 a.m.** and will include a complimentary outdoor barbeque, a free sample bag of coffee to the first 1,000 customers and food sampling stations throughout the store.

"We are excited to expand our reach in The Fresh Market's home state and open a centrally located store in Cornelius, where we can serve Lake Norman and surrounding communities," 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 23,700 square feet of culinary delights, the Cornelius store will feature a bakery department that produces 30 freshly baked breads and 15 different varieties of pies, a full service meat counter with freshly ground beef, a wide selection of ready-to-serve entrées, fresh seafood that is flown in 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."

The Fresh Market looks forward to becoming a member of the Lake Norman 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 82 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.

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