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FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS NEW LOCATION IN BUCKHEAD

The Fresh Market Continues Growth in Atlanta with the Addition of a Fifth Store

Atlanta, Georgia (September 25, 2007) – Just in time for the holiday season, **The Fresh Market** will open the doors to its fifth Atlanta location on **Wednesday, October 17th**. Located on **4405 Roswell Road**, the specialty grocery store will bring over 90 new jobs to the area and offer its customers high-quality products and superior customer service. Atlanta residents are welcome to come experience the food and enjoy the grand opening activities, which include: a complimentary outdoor barbecue, food sampling stations, a live jazz band and a free sample bag of coffee to the first 1,000 customers.

Known for its inviting atmosphere, friendly staff and specialty items, The Fresh Market is a true neighborhood market that appeals to all food lovers. Going above and beyond the traditional grocery store, The Fresh Market provides its customers with cooking advice and hosting tips through its knowledgeable staff, online suggestions and monthly newsletter, *Inspirations*.

“The Fresh Market is pleased to be the destination for all of your entertaining needs,” says Craig Carlock, chief operating officer. “Whether it’s a weeknight meal or an elaborate dinner party, our stores have the best ingredients to make your meal truly spectacular. Customers are certain to find just what they are looking for... and then some!”

The Fresh Market is a very modern store, grounded in old-fashioned values. Each store captures the charm of an old-world European market while classical music, Italian tile floors, antiques and soft lighting highlight the intimate setting. The Fresh Market also reflects the open-air markets with its attractive display of loose and unpackaged products, which allow customers to hand-select their own quality perishables for a unique shopping experience.

Also known for its full-service meat counter, The Fresh Market boasts its high-quality meats and seafood displayed in butcher-style cases with the best selection of fresh fish flown into stores several times each week. In addition, The Fresh Market offers ready-to-serve entrées, including rotisserie selections, sushi, salads, sandwiches, dips and spreads along with fresh bakery items and a bountiful produce department.

“Now with five locations in the Atlanta area, we are excited to have established ourselves as a prominent member of community,” says Craig Carlock, chief operating officer. “We will continue to develop relationships with our customers and remain committed to delivering an extraordinary food shopping experience.”

The Fresh Market will be open Monday through Saturday 9 a.m. – 9 p.m. and Sunday 10 a.m. – 8 p.m. and is located on **4405 Roswell Rd.** Additional Atlanta locations include: Alpharetta, Buckhead, Dunwoody and Marietta. For more information, please visit www.thefreshmarket.com.

About The Fresh Market

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. Last year, the specialty grocer celebrates 25 years of service and released an exclusive line of 25th anniversary products, in addition to a special edition cookbook. The Fresh Market currently operates 77 stores in the Southeast, Midwest and Mid-Atlantic regions with plans for continued expansion into these areas. The Fresh Market is a family-owned, privately held company and remains an equal opportunity employer.

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