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FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS THIRD LOCATION IN JACKSONVILLE AREA

Specialty Grocer Continues Growth in Florida with New Jacksonville Beach Store

Jacksonville Beach, Florida (October 12, 2007) – Shoppers in the Jacksonville area now have an additional location to purchase specialty food items as well as everyday groceries. **The Fresh Market** is proud to open its third store in one of Florida’s fastest growing areas, while bringing more than 90 new jobs to this region. Doors will open on **Wednesday, October 31st** for The Fresh Market’s Jacksonville Beach grand opening, located at **13493 Atlantic Boulevard**.

“We are pleased that Florida residents have embraced The Fresh Market’s concept of quality perishables, excellent customer service, and old-fashioned values,” says Craig Carlock, Chief Operating Officer. “The new Jacksonville Beach location marks our twentieth store in Florida, and we will continue expanding in the midwestern and eastern part of the country.”

The Fresh Market’s full-service philosophy provides customers with a unique food shopping experience that includes a wide variety of specialty foods, an old-world butcher shop, European delicatessen, flower and gift counter, impressive wine selection, bakery department and superior customer service. Dedication to quality and service is what distinguishes The Fresh Market from a more traditional grocery store, and it is the company’s focus on community that truly separates it from its competition.

The Fresh Market employs a team of friendly and well-trained professionals who pride themselves on providing the highest quality of customer service to shoppers. Team members can often be found offering cooking advice to customers looking for new ideas and inspirations for spicing up their traditional recipes or sharing their favorite tips to help shoppers create the perfect meal. Associates work to recognize customers and develop relationships with loyal patrons, many of whom shop with the specialty grocer several times a week. In turn, The Fresh Market blends into the neighborhood as if it were a community staple that has been “just around the corner” for years.

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An intimate setting complete with soft-lighting, classical music and antique décor give the store a welcoming feel and contribute to The Fresh Market's inviting atmosphere, which is reminiscent of the old-world European markets. Fresh Market Founder Ray Berry adds, "We encourage customers to come experience a family-orientated tradition in an atmosphere conducive for those who enjoy cooking and good eating."

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 **13493 Atlantic Boulevard** in Jacksonville Beach. 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. 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 74 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.

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