



**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET CELEBRATES COMPANY MILESTONE WITH  
GRAND OPENING OF ITS 100<sup>TH</sup> STORE**

*Specialty Grocer Opens Newest Store, Celebrates with Customers in St. Petersburg, Florida*

**GREENSBORO, NC** (October 14, 2010) – **The Fresh Market<sup>®</sup>**, the Greensboro, North Carolina-based grocery retailer, celebrated a corporate milestone on Wednesday -- the grand opening of its 100<sup>th</sup> store. Shoppers turned out in droves to welcome the new store, located in St. Petersburg, Florida.

The new store is the company's 24th in the state of Florida. Similar to its stores in other markets, the St. Petersburg location houses approximately 22,000 square feet of culinary delights, including a bakery that bakes 30 breads and 14 different kinds of pie daily, a full-service meat counter with freshly ground beef, a wide selection of ready-to-serve entrées, fresh seafood delivered to the store several times per week and more than 200 imported and domestic cheeses, as well as a bountiful produce department with more than 400 items, including a large organic selection. The store also offers a full selection of wine, beer, specialty grocery items and bulk coffee, candy and snacks.

The Fresh Market was founded by Ray and Beverly Berry in 1982 with one simple goal in mind: to bring friends, family and neighbors high-quality products in a warm and friendly atmosphere with exceptional customer service. Over the past three decades, the company has grown from a single store in Greensboro, North Carolina to 100 stores across the United States.

"Exceeding our customers' expectations continues to be our goal, and our dedication to delighting our shoppers with extraordinary food quality and unparalleled service will continue to be our passion," said Craig Carlock, president and CEO. "We enjoyed celebrating our 100<sup>th</sup> store opening with the many St. Petersburg-area customers who turned out for our grand opening, and we look forward with great anticipation and excitement to opening our next 100 stores."

**About The Fresh Market<sup>®</sup>**

On March 5, 1982, Ray and Beverly Berry opened The Fresh Market's first store in Greensboro, North Carolina. The Fresh Market currently operates 100 stores in 20 states, located in the Southeast, Midwest, Mid-Atlantic and Northeast, with plans for continued expansion throughout the country. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer. For more information, please visit [www.thefreshmarket.com](http://www.thefreshmarket.com).

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