



**Contact:**

Jordan Worrall  
Brave Public Relations  
404.233.3993

[jworrall@bravepublicrelations.com](mailto:jworrall@bravepublicrelations.com)

**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET TO RELOCATE IN MONTGOMERY NOVEMBER 30**

**MONTGOMERY, AL** (November 10, 2011) – To serve its longstanding and loyal Montgomery customers better, **The Fresh Market, Inc. (NASDAQ: TFM)** is excited to announce the opening of its new and expanded store. The company is moving from its current location at 2759 Eastern Boulevard to a larger space located at 1635 Perry Hill Road.

In its new location, The Fresh Market will continue to provide customers with extraordinary customer service in a new, more spacious store that will offer an even greater variety of products. At over 21,200 square feet, the store will feature larger grocery aisles and expanded grocery and dairy selections with over 300 new items, European fixtures that frame the meat and seafood counters, enhanced lighting, a deli island with a vast assortment of prepared foods, an increased array of organic items and larger floral, gift and bakery departments. In addition, the expanded grocery selections will include more convenience items, allowing customers to complete their shopping at one store.

“The Fresh Market deeply appreciates the long-term loyalty and relationships we have with our customers in the Montgomery area,” said Craig Carlock, the company’s president and chief executive officer. “We are excited to provide a larger, enhanced and updated store that will better serve this thriving community.”

The grand opening of the new store will take place at **9:00 a.m. on Wednesday, November 30**. Customers are invited to an opening celebration which will include chef demonstrations, food sampling throughout the store, and drawings for The Fresh Market gift cards. A reusable shopping bag and sample-sized bag of the company’s gourmet coffee will be free to the first 1,000 customers.

**About The Fresh Market, Inc.**

Founded in 1982, The Fresh Market, Inc. (NASDAQ: TFM) is a specialty grocery retailer focused on providing high-quality products in a unique and inviting atmosphere with a high level of customer service. The company currently operates 107 stores in 21 states, located in the Southeast, Midwest, Mid-Atlantic, and Northeast, with plans for continued expansion throughout the country. The Fresh Market is an equal opportunity employer. For more information, please visit [www.thefreshmarket.com](http://www.thefreshmarket.com).

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