

Meet Me at The Fresh Market –CARY Relocation GRAND OPENING.

For Immediate Release

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Cary Relocation GRAND OPENING – 3655 SW Cary Parkway

Cary, North Carolina (October 23, 2006) - As Cary continues to boom, a poignant example of its' growth is **The Fresh Market's** expansion, remodel and relocation. **The Fresh Market's new Cary store will open on Thursday, November 2 at 9:00 a.m. Shoppers are invited to an opening celebration that includes complimentary food samplings, cooking demonstrations and a live jazz band. Festivities will run throughout the day.**

In addition to the opening day **activities, The Fresh Market, NOW** located at 3655 SW Cary Parkway, will host a variety of opening week activities that include a complimentary sampling of The Fresh Market's signature Holiday Meals, live in-store cooking demonstrations, a free coffee brick to the first 1,000 customers and a live jazz band.

The Fresh Market was overwhelmed by the reception and loyalty from the Cary community. Now more than ever we understand the importance of a larger, enhanced, and completely updated store which Craig Carlock, Senior Vice-President of Operations, said "will better serve Cary's thriving community." Some of the enhanced features include more parking spaces, an increase in the size of the grocery aisles, European fixtures that frame the meat and seafood counters, enhanced lighting, a deli island with a larger selection of prepared foods, an improved section with more organics and variety, and a larger, strategically designed sales floor which increases the store's fragrant floral and coffee aromas and further augments the atmosphere of several European fresh markets- all under one roof.

The new Cary Fresh Market evokes a sense of European charm with dark red tile floors, antiques, incandescent lighting, tantalizing aromas and classical music. While in the store, the customer has the feeling of strolling through several "fresh" European markets-all under one roof. "**The Fresh Market** puts an enormous amount of energy and resources into creating a unique food shopping experience," said Carlock. He adds, "It is easy to shop our stores because every product is carefully scrutinized and we only carry the best of the best."

The Fresh Market built its reputation on being an extraordinary food destination store. From the bountiful produce and high quality meats to the convenient prepared foods and hand-selected grocery items, customers will discover that **The Fresh Market** is committed to variety, freshness and, above all else, quality. "We strive to be as good as we can at delivering high-quality products with a high-level of customer service," said Ray Berry, founder and CEO of The Fresh Market. "We're just crazy about freshness and quality."

Full Service Meat Counter

Our full service meat counter offers All-Natural 98% Fat Free Chicken, Aged Hereford Beef and TFM Premium Choice Beef - which represents the top 12% of beef produced in the US.

Fresh Seafood

Up to six times per week, we fly in fresh fish to the stores to insure the best in selection, flavor and freshness!

Bountiful Produce

With a growing organic selection and more than 400 items to choose from, **The Fresh Market** Produce Department is a customer favorite. Each produce selection must meet our stringent quality standards, ensuring the best in size, flavor and freshness.

Prepared Foods

The Fresh Market is a destination for people on the go. **The Fresh Market** meat and seafood counters feature a distinct selection of ready-to-heat entrees and throughout our store, customers may choose from rotisserie selections, fresh sushi, salads, sandwiches, dips, spreads and sides.

European Delicatessen

The Fresh Market deli features TFM Signature Collection deli meats to more than 200 varieties of imported and domestic cheeses, including imported authentic Parmesean Reggiano and Pt. Reyes Blue Cheese.

Freshly Baked Pies

With over 15 varieties of pies (baked fresh in our stores each day), and nearly 30 different breads, our bakery offers a decadent dessert selection that includes tarts, napoleans, cookies, pies and cakes.

Since its inception in 1982, The Fresh Market has brought an unwavering commitment to personalized and engaging customer service. Customers at The Fresh Market enjoy a true shopping experience. Nancy Pekish, the Cary Store Manager says, “As customers enter The Fresh Market, they are treated to complimentary freshly brewed coffee.” She added, “Throughout the store, they enjoy full-service and expert advice. Whether its custom cuts of meat from our expert meat cutters, cooking advice from our seafood specialists or assistance in selecting perfect produce, our customers enjoy a knowledgeable, helpful staff each time they visit our stores.”

The new Cary Fresh Market is located on 3655 SW Cary Parkway. The Fresh Market is a privately held company, which was founded in 1982 by the Berry Family. The Fresh Market is an equal opportunity employer. As a retail specialty grocer focusing on high quality, reasonably-priced perishables, The Fresh Market has grown to 61 stores in NC, SC, TN, FL, GA., KY, AL, OH, IL, IN, LA and VA, and plans to open ten to twelve new stores each year. For additional information visit www.thefreshmarket.com.

Editors Note: Phone and in-person interview opportunities available. The Fresh Market executives will be in Cary in late October and early November for private media tour and tastes. Call Dorothy Carlow to schedule a tour and taste or interview. 336-420-5405.

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