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New Store Openings

FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS SECOND STORE IN CINCINNATI

Extraordinary Food Destination Store Brings Friends, Family and Neighbors High-Quality Products

Cincinnati, Ohio (February 23, 2007) – **The Fresh Market** increases its presence in Cincinnati with the addition of a second store in Sycamore Plaza, located in Kenwood only a few miles north of downtown. The new 22,000 plus square-foot specialty grocer will bring more than 100 new jobs to the community.

On Wednesday, March 14th at 9:00 a.m., The Fresh Market invites friends, family and neighbors to enjoy a complimentary outdoor BBQ rib celebration, complete with a live jazz band and a variety of indoor sampling stations, including a small free coffee bag to the first 1,000 customers.

The Fresh Market strives to deliver a food shopping experience that is out of the ordinary - one that delights and surpasses expectations. From the bountiful produce and fresh fish flown into stores up to six times a week to the hand-selected grocery items and convenient ready-to-serve entrées, customers will discover The Fresh Market's commitment to variety, freshness and, above all else, quality.

"The Fresh Market expends enormous amounts of energy and creativity in building a unique food shopping experience," said Craig Carlock, Chief Operating Officer. He added, "It is easy to shop our stores because every product is carefully scrutinized -- we only carry the best of the best."

The Fresh Market's open-air design and old-world décor awaken the culinary senses with bright colors and fragrant smells reminiscent of several "fresh" European markets – all under one roof. The European charm and atmosphere are enhanced by the dark red tile floors, incandescent lighting and classical music.

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The Fresh Market offers high-quality meats, produce, seafood and baked goods at competitive prices with a high level of customer service. President and Chief Executive Officer, Brett Berry, adds, “Throughout the store, customers will enjoy full-service attention and expert advice. From our custom cuts of meat, to cooking advice from our seafood specialists or personalized assistance in selecting the perfect produce, our customers enjoy a knowledgeable, helpful staff each time they visit our stores.”

Since its inception in 1982, The Fresh Market has brought an unwavering commitment to personalized and engaging customer service. The Fresh Market is a privately held company, which was founded in 1982 by the Berry family and remains an equal opportunity employer. As a retail specialty grocer focusing on high quality, reasonably-priced perishables, The Fresh Market has grown to 68 stores in AL, FL, GA, IL, IN, KY, LA, MI, NC, OH, PA, SC, TN, and VA and plans to open 12 to 15 new stores each year.

The Fresh Market - Cincinnati is located on 7888 Montgomery Rd. For additional information visit www.thefreshmarket.com.

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