



Contact:

Catherine Ogle/ Kristin Cowart
KC Public Relations
404.233.3993
cogle@kcpr.net/ kcowart@kcpr.net

Contact:

Dorothy Carlow
The Fresh Market
Media Relations
336.420.5405

New Store Opening

FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS ITS FIRST LOCATION IN HUNTSVILLE
Friends, Family and Neighbors Welcome A Fresh Approach to Grocery Shopping

Huntsville, Alabama (December 4, 2006) – Growth in Huntsville continues to expand with the addition of **The Fresh Market**. The Fresh Market is proud to bring more than 100 new jobs to this thriving region and provide a new store for shoppers to purchase their specialty and everyday food items. **The store's doors will open on Wednesday, December 6 at 9:00 a.m.**

The Fresh Market is a destination for everyone with one simple goal: to bring friends, family and neighbors quality products they can appreciate. For the shopper on the go, the market features a distinct assortment of ready-to-serve entrées, including rotisserie selections, fresh sushi, salads, sandwiches, dips and spreads. For foodies who love to create meals, The Fresh Market maintains a full-service meat counter with high-quality certified meats and poultry in butcher style display cases, provides the best selection of fresh fish that is flown into stores up to six times a week, and offers cooking advice from its friendly, professional and knowledgeable staff.

According to The Fresh Market Founder, Ray Berry, “The Fresh Market is a very modern store, grounded in old-fashioned values. We have built our reputation on being an extraordinary food shopping experience, committed to variety, freshness, and above all else, quality.”

The Fresh Market evokes a sense of European charm with dark red tile floors, antiques, incandescent lighting, tantalizing aromas and classical music. While exploring the more than 24,000 square feet of culinary delights, the customer has the feeling of strolling through several, “fresh” European markets – all under one roof.

-more-

“Throughout our store, customers will enjoy full-service attention and expert advice,” said Store Manager, Russell Friend. “Every product is carefully scrutinized --- we only carry the best of the best.”

The Fresh Market, employing more than 100 Huntsville area professionals, will host a variety of opening week activities that include: sampling stations, a complimentary outdoor BBQ with professional chefs and succulent baby-back ribs, a free sample bag of coffee to the first 1,000 customers and a live jazz band.

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 63 stores in NC, SC, TN, FL, GA, KY, AL, OH, IL, IN, LA and VA, and plans to open 10 to 12 new stores each year.

The Fresh Market - Huntsville is located on 4800 Whitesburg Dr. South. For additional information visit www.thefreshmarket.com.

###