

The Fresh Market, Inc. Announces Full Wages to Its Employees in Hurricane Disaster Areas

GREENSBORO, NC: The Fresh Market, Inc., a privately held chain of high-end grocery stores, announces today that it will continue to pay its employees in the hurricane-ravaged Gulf Coast regions. Below is a letter to the displaced employees of The Fresh Market from Ray Berry, CEO, Brett Berry, COO, and Mike Barry, CFO:

To Our Mandeville/Mobile Employees:

We are a company of people before we are anything else. We sympathize and mourn with all of those who have suffered irreparable losses throughout the northern Gulf Coast region. We also trust wholly in the resiliency of the human spirit and in the strength fostered by the goodness inherent in the souls of people working together.

We are in a crucible; a moment of truth. Our behavior now conveys our true character. Decisions we make in times such as these define not only ourselves but our place in history. What we do matters. What you do matters. You matter. You matter. You matter!

To our Mandeville, La. employees: In recognition of how important you are to us and of your real and immediate needs, we pledge to continue paying your wages for the foreseeable future. Contact the corporate office for instructions on receiving payment.

To our Mobile, Ala. employees: We will compensate you for any lost wages due to the hurricane.

We ask that during this period of distress, confusion, and turmoil you attend to the needs of your family and your community. We ask that you serve as worthy stewards of The Fresh Market ideals and values. Please know that (i) you will have a job waiting for you when you return and, in the interim, (ii) you will continue to receive your wages.

We love and honor you.

About The Fresh Market: Founded in 1982 in Greensboro, North Carolina, The Fresh Market remains a privately held company by the Berry family. As a retail specialty grocer focusing on high-quality, reasonably priced perishables, The Fresh Market has grown to 51 stores and plans to open at least 10 new stores each year.