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FOR IMMEDIATE RELEASE:

THE FRESH MARKET IS COMING TO LEXINGTON

Extraordinary Food Destination Store Opens Second Location in Kentucky

Lexington, Kentucky (May 9, 2007) – Already a success in Louisville, **The Fresh Market** is proud to expand its presence in Kentucky and open its first store in the state’s second largest city, Lexington. Bringing more than 90 new jobs to this thriving region, the specialty grocer will welcome Lexington residents to its grand opening on **Wednesday, May 9th at 9:00 a.m.** Opening day activities will include: a complimentary outdoor barbeque with professional chefs and succulent baby back ribs, sampling stations, a live jazz band and a free sample bag of coffee to the first 1,000 customers.

The Fresh Market is a specialty grocery store that delivers a food shopping experience which is unique, wholesome and out of the ordinary – one that delights and surpasses expectations. Each store features a bakery department, a full service meat counter with a knowledgeable butcher on duty, a wide selection of ready-to-serve entrées, a bountiful produce department and fresh seafood that is flown into stores up to six times per week - just to name a few of its offerings. The Fresh Market is dedicated to variety, freshness and, above all else, quality.

“The Fresh Market is a radical departure from the traditional supermarket,” says Fresh Market Founder, Ray Berry. “We try to make our stores the modern version of the old-world European fresh markets, where customers can ask their butcher for the perfect cut of beef, sip complimentary freshly brewed coffee and chat with their neighbor.”

Located a few miles south of downtown Lexington in the Lansdowne Shopping Center, The Fresh Market opens with more than 22,000 square feet of culinary delights. Customers can enjoy the store’s European charm complimented by incandescent lighting, tantalizing aromas and classical music, which give the feeling of strolling through several, “fresh” European markets – all under one roof.

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“We focus on delivering a great customer experience, centered around great food. From the design and staffing to the equipment we use, it’s all about creating that experience,” says Craig Carlock, Chief Operating Officer.

On March 8, 1982, Ray and Beverly Berry opened the first Fresh Market in Greensboro, North Carolina. The fulfillment of a dream, The Fresh Market was founded with one simple goal in mind: to bring friends, family and neighbors high-quality perishable products in a warm and friendly atmosphere with a high level of customer service. This year, the specialty grocer celebrates 25 years of success with its yearlong anniversary campaign featuring an expanded selection of e-commerce offerings, exclusive 25th anniversary products and a series of special events. The Fresh Market currently operates 69 stores in the Southeast and Midwest, with plans for continued expansion further into these areas and into the Mid-Atlantic region as well. The Fresh Market is a family-owned, privately held company and remains an equal opportunity employer.

The Fresh Market - Lexington is located on 3387 Tates Creek Rd. For additional information visit www.thefreshmarket.com.

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