

THE FRESH MARKET ARRIVES IN BUCKHEAD!

Store's Niche is High Quality Perishables, Specialty Foods and A "Fresh Approach" to Customer Service

GREENSBORO, N.C. - Freshly brewed coffee with a hint of hazelnut... just baked banana nut bread dripping with rich vanilla icing...plump, red, luscious strawberries fresh off the vine...breathe deeply and let yourself be drawn into the intoxicating aromas of **The Fresh Market**.

These are just a few of the nuances Atlanta shoppers will soon experience when The Fresh Market opens its new store in Atlanta on Peachtree Road in Buckhead. **The 24,000 square-foot store, which brings over 100 jobs to the area, will open on February 22, 2006 at 9am.**

The Fresh Market, known for its wide variety and selection of specialty items, also excels on offering high-quality certified meats and poultry. Seafood is chemical-free and fresh, with a wide selection from around the world at competitive everyday prices.

Each Fresh Market store offers European charm with dark floors, antiques, incandescent lighting, tantalizing aromas and classical music, setting the tone for shopping relaxation and service excellence. While in the store, customers have the feeling of strolling through several, literally "fresh", markets all under one roof.

"We offer a worldwide selection of imported wines and beers, along with imported chesses, exotic spices; a variety of olive oils; coffee beans; teas; mustards; pastas; and salad dressings," says Eric Blaesing, director of community relations for The Fresh Market. "Our bakery even offers New Yorkers' favorite cheesecake from Ferrara's in Little Italy."

The Fresh Market's approach to customer service also sets this concept apart. "From opening to closing, there will always be a knowledgeable associate in the bakery, produce and seafood departments; and unlike most meat departments, there will always be a butcher available to assist shoppers," Blaesing adds.

The Fresh Market creates a truly unique shopping experience through its commitment to freshness and customer service. Without a "cookie cutter" approach, the market blends into the neighborhood as if the store has been "just around the corner" for years. Store associates become familiar with the products preferred by customers and strive to provide them with their favorite items in an inviting, service-driven shopping atmosphere.

"We immerse ourselves in the specific regional and local customer tastes and focus on offering fresh produce, meats and other specialty grocery items that delight and deliver more than expected in that particular region," according to Ray Berry, founder and CEO of The Fresh Market.

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 53 stores in N.C., S.C., Tenn., Fla., Ga., Ky., Al., and Va., and plans to open six to eight new stores each year.

Atlanta's The Fresh Market is located at 2099 Peachtree Road, NE. Hours of operation will be Monday – Saturday from 9am-9pm and Sunday from 11am-8pm. The store can be reached at 404.350.3211.

Editors Note: Phone and in-person interview opportunities available. The Fresh Market executives will be in Atlanta February 16 and 17.