

For Immediate Release

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The Fresh Market Set to Open Doors in Rochester Hills November 1 *Old World Style Grocer Brings New Shopping Experience, Style to Rochester Hills*

Rochester Hills, MI – October 31, 2006 – The Fresh Market officially opens its doors Wednesday, November 1st at 9 a.m., and brings its unique style and European open market charm to Rochester Hills. Located at 2025 Rochester Road, the 24,000 square foot grocery is the first The Fresh Market store to open in Michigan, and one of 61 stores operating in the Southeast and Midwest. The Fresh Market anticipates adding between 100 and 150 jobs.

According to The Fresh Market executives, the specialty grocer is proud to be part of the robust and vibrant area of Rochester Hills, and bring to the community a specialty grocer that offers the highest quality meats, produce, fresh seafood and baked goods. The Fresh Market evokes a sense of “European charm and culture,” enveloped in dark red tile floors, antiques, incandescent lighting, rich aromas and classical music. While in the open air store, the customer has the feeling of strolling through several fresh markets – all under one roof.

“The Fresh Market puts an enormous amount of energy and resources into creating a unique food shopping experience,” said, Senior-Vice President of Operations, Craig Carlock. “It’s easy to shop our stores because every product is carefully scrutinized and we carry only the best of the best. We chose to locate our first Michigan store in Rochester Hills because of its wonderful sense of style and sense of community, and we eagerly await opening our doors to the folks really looking for something different and something more from their grocer.”

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The Fresh Market opened its first store in Greensboro, N.C. in 1982. It was the fulfillment of a dream for founders Ray and Beverly Berry to provide a unique and wholesome grocery shopping experience. Their goal was to offer customers high-quality perishable products in a warm and friendly atmosphere with a high level of customer service. The Fresh Market currently operates 61 stores in the Southeast and Midwest, with plans for continued expansion into areas that desire the old-time value of our store in their community. This family-owned, privately-held company is committed to their founding goals: to provide a unique and wholesome shopping experience at a reasonable price and to be a destination for those who enjoy cooking and good eating. More information can be accessed at www.thefreshmarket.com.