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FOR IMMEDIATE RELEASE

MEDIA ADVISORY

THE FRESH MARKET RELOCATES COMPANY'S ORIGINAL GREENSBORO STORE

*New Lawndale Location Offers Additional 9,000 Square Feet of Space
and Larger Selection of Specialty Items*

After 25 years of dedicated service to its hometown, The Fresh Market will relocate its original Lawndale store to its new address at 3712 Lawndale Drive in Greensboro, NC. Just a few feet down the same street, the new store will offer an expanded space with over 23,600 square feet of culinary delights. On Tuesday, March 18th at 9:00 a.m., the specialty grocer invites Greensboro residents to join in the grand opening celebration which will include a live jazz band, complimentary outdoor barbeque, in-store food samplings, chef demonstrations and sample bag of coffee to the first 1,000 customers.

WHO: The Fresh Market

WHAT: The Fresh Market – Greensboro Grand Opening

A day of opening activities which will include: a live jazz band, complimentary outdoor barbeque, a sample bag of coffee to the first 1,000 customers, food stations and a chef demonstration from 11:00 a.m. to 3:00 p.m. of Blackened Hereford Steak with a Cabernet Blue Cheese Sauce.

WHERE: Cross Point Shopping Center

3712 Lawndale Dr.

Greensboro, NC 27455

(336) 282-4832

WHEN: TUESDAY, March 18, 2008

9:00 a.m.

About The Fresh Market®

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. The Fresh Market currently operates 77 stores in 17 states, concentrated in the Southeast, Midwest, and Mid-Atlantic, with plans for continued expansion in these areas. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.