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FOR IMMEDIATE RELEASE

The Fresh Market Raises Over \$250,000 for Juvenile Diabetes Research Foundation
The Fresh Market Gives Thanks To "Sidewalk Sale" Supporters

Greensboro, N.C., October 1, 2007 —During the weekend of September 7, The Fresh Market held its 13th annual Sidewalk Sale benefiting Juvenile Diabetes Research Foundation (JDRF). Each of The Fresh Market's 71 stores in 14 states offered hot dogs, root beer floats, and gourmet cookies in exchange for a donation to JDRF to support its mission of finding a cure for type-1 diabetes. The Fresh Market is pleased to announce that it raised a total of \$254,799 and will donate 100 percent of the money directly to JDRF.

"For more than a decade, the Berry family and The Fresh Market have been dedicated supporters of JDRF's mission: to find a cure, fast," said Robin Harding, JDRF's Executive Vice President and Chief Operating Officer. "We are grateful for this ongoing partnership and appreciate the company's dedication to helping JDRF find a cure for diabetes and its complications."

The Sidewalk Sale is one of the many ways The Fresh Market continues to support JDRF. In August, the company hosted wine galas at several store locations: social gatherings with wine tastings and hors d'oeuvres with ticket sales benefiting JDRF. This summer, The Fresh Market also created SummerFest: *A Celebration of 25 Years of Service*, a daylong celebration that recognized the company's 25th anniversary while raising \$12,815 from raffle ticket sales and 10 percent of the new Greensboro store's sales for JDRF.

"Our annual JDRF events bring communities together to increase awareness and raise critically needed funds for research of type 1, often called juvenile diabetes," said Brett Berry, The Fresh Market's president & chief executive officer. "We greatly appreciate the support we received from our customers and look forward to continuing to embrace this important cause for years to come."

About The Fresh Market:

On March 8, 1982, Ray and Beverly Berry opened the first Fresh Market in Greensboro, North Carolina. The Fresh Market was founded with the goal of bringing friends, family and neighbors high-quality perishable products in a warm and friendly atmosphere with excellent customer service. This year, the specialty grocer celebrates 25 years of success with its yearlong anniversary campaign. The Fresh Market currently operates 72 stores in the Southeast, Midwest and Mid-Atlantic region. For more information: www.thefreshmarket.com.