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**THE FRESH MARKET CONTINUES EXPANSION IN NORTHEAST WITH FIRST
CONNECTICUT LOCATION**

Specialty Grocer to Open New Store in Westport

WESTPORT, C.T. (January 22, 2009) – The Fresh Market continues to grow its chain of specialty grocery stores with its second New England site, located in Westport, Connecticut. The company will open in Westport’s Village Center, in the space formerly occupied by Shaw’s Supermarket. The company expects to open the store in late 2009 to early 2010.

“We are excited about both our continued expansion in the Northeast and our entry into Connecticut,” said Randy Kelley, senior vice president of real estate and development for The Fresh Market. “We look forward to providing the Westport community with the same quality products, excellent customer service and unique shopping experience that our customers have come to appreciate in other markets.”

The Fresh Market has built its reputation on being an extraordinary food destination store. “From bountiful produce and a full-service meat counter to convenient prepared foods and an in-store bakery,” said Craig Carlock, chief operating officer for the company, “customers will discover that our stores are committed to variety, freshness and value as well as superior customer service.”

About The Fresh Market®

On March 5, 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 86 stores in 18 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.