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**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET TO OPEN FIRST MISSISSIPPI STORE**  
*Specialty Grocer Brings Superior Customer Service,  
High Quality Products and European Charm to the Magnolia State*

**Ridgeland, Mississippi** (February 15, 2008) – **The Fresh Market**<sup>®</sup> is pleased to introduce a unique grocery shopping experience to the residents of the Jackson, MS area. The specialty grocer's full-service philosophy incorporates unparalleled product selection and expert customer service in an inviting atmosphere.

On **Wednesday, March 19 at 9 a.m.** The Fresh Market will open its doors and welcome the community to Mississippi's first store, located in Ridgeland's Renaissance at Colony Park shopping center at 1000 Highland Colony Parkway. The grand opening celebration will include a complimentary outdoor barbeque with professional chefs and mouthwatering baby back ribs, food sampling stations, a live jazz band and a free sample bag of coffee to the first 1,000 customers. Fresh Market employees will also be available to provide cooking advice and entertaining tips and to share the company's monthly *Inspirations* publication.

"We are excited to expand our reach in the Southeast with a presence in Mississippi," said The Fresh Market President and CEO Brett Berry. "The Fresh Market offers the advances and convenience of a modern store while retaining old-fashioned retail sentiments and common sense. We recognize the importance of personal connection with an emphasis on providing superlative service and fostering our reputation as an impromptu meeting place for friends."

Designed to evoke old-world European charm, The Fresh Market's open-air design and artful sophistication invite customers into its warm and friendly atmosphere. The setting is enhanced by antique displays, incandescent lighting and classical music, which add to the feel of strolling through several "fresh" European markets – all under one roof.

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Known for its focus on freshness and best-in-class foods, The Fresh Market presents its high-quality meats and seafood in butcher-style cases with a choice selection of fresh fish flown into stores several times each week. The Fresh Market also offers ready-to-serve entrées, including rotisserie selections, sushi, salads, sandwiches, dips and spreads along with fresh bakery items and a bountiful produce department.

“Our customers enjoy shopping for food in an environment that appeals to all the senses,” says Craig Carlock, The Fresh Market’s chief operating officer. “The smell of freshly brewed coffee and bread right out of the oven, the sound of classical music, soft lighting with antique décor in an intimate setting, and the ability to select and taste fresh, high-quality products, all work together to create a unique shopping experience.”

The Fresh Market looks forward to becoming a member of the Ridgeland community, while bringing more than 90 new jobs to the area, most of which will be hired locally.

#### **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 into 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](http://www.thefreshmarket.com).

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