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FOR IMMEDIATE RELEASE:

THE FRESH MARKET CELEBRATES EARTH DAY WITH ORGANIC PROMOTION
Specialty Grocer Offers Great Deals on Organic Produce

Greensboro, NC (April 10, 2009) – Just in time for Earth Day on April 22, The Fresh Market® will offer incredible deals on many of its organic produce items. As Earth Day focuses on environmental concerns, consumers want to know that their food is not only great tasting and high quality, but also produced in an environmentally friendly way.

By purchasing organic produce, consumers support farmers who never use synthetic inputs that can pollute the soil and water supply as they travel through the ecosystem, reaching even remote parts of the world. Organically-grown produce often has higher nutritional value and superior flavor.

“Organic produce farmers grow and harvest their crops following rigid methods regulated by the United States Department of Agriculture in order to earn the USDA Organic seal,” said Lee Arthur, The Fresh Market’s vice president of merchandising for produce. “When a customer sees this label it ensures them that production choices have been made with a conscious decision to provide long term benefits of product consumption and high standards of respect for the environment.”

“While The Fresh Market carries organic produce year round,” said Arthur, “the observance of Earth Day provides a special opportunity to offer our customers exceptional pricing on organic produce.”

From April 22 through April 28, customers will enjoy organic fruits and vegetables at significant savings with The Fresh Market’s Earth Day special promotion. Below are just a few of the specials on organic produce for the week.

- MORE -

Strawberries	Reg. price - \$4.99 ea	Promotion price - \$2.50 ea
Broccoli.....	Reg. price - \$2.99 ea	Promotion price - \$1.98 ea
Avocado	Reg. price - \$1.99 ea	Promotion price - \$0.98 ea
Oranges	Reg. price - \$1.99 lb	Promotion price - \$0.98 lb
Granny Smith & Fuji Apples ..	Reg. price - \$1.99 lb	Promotion price - \$0.98 lb
Pears.....	Reg. price - \$1.99 lb	Promotion price - \$0.98 lb
Potatoes/Yams.....	Reg. price - \$1.99 lb	Promotion price - \$0.98 lb



The Fresh Market carries between 110 and 145 organic produce items - approximately 35% of the company's produce offering - in its stores year round.

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 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.

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