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FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS SECOND HAMPTON ROADS STORE ON MAY 27
Specialty Grocer Brings Quality Products and Superior Customer Service to Newport News

NEWPORT NEWS, VA (May 1, 2009) – **The Fresh Market**[®] will expand its presence in Virginia this month with a new store in Newport News. This location marks the company's second Hampton Roads area store and its sixth location in the state, with stores currently located in Virginia Beach, Williamsburg, Richmond, Midlothian and Roanoke.

At its newest store, located at 12131 Jefferson Avenue, the specialty grocer's full-service philosophy will incorporate unparalleled product selection and expert customer service in an inviting atmosphere. Doors will open at **9:00 a.m. on Wednesday, May 27**, and grand opening activities will include a complimentary barbeque, food sampling stations, and a free sample bag of the company's house blend gourmet coffee to the first 1,000 customers.

"We are pleased to expand our reach in Virginia and in the Mid-Atlantic, which is an area we have targeted for continued growth," said Craig Carlock, president and chief executive officer. "It's exciting to see how this region has embraced The Fresh Market's concept of quality perishables, excellent customer service and a unique atmosphere, and we look forward to offering Newport News residents a rewarding new food shopping experience."

The Fresh Market recognizes the value of personal connections and employs a team of friendly, well-trained professionals who pride themselves on providing the highest level of customer service to shoppers. Team members can often be found offering cooking advice or sharing their favorite tips to help customers create the perfect meal.

The Newport News store will house over 29,000 square feet of culinary delights and includes a bakery that produces 30 freshly baked breads and 15 different varieties of pies daily, a full service meat counter with freshly ground beef, a wide selection of ready-to-serve entrées, fresh seafood flown into the store several times per week, and more than 200 imported and domestic cheeses, as well as a bountiful produce department with more than 400 items and a large organic selection.

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The Fresh Market's inviting atmosphere is reminiscent of old-world European markets, says Carlock. "Our customers enjoy shopping in an environment that appeals to all the senses. 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 the feel of several 'fresh' markets all under one roof."

The Fresh Market looks forward to becoming a member of the Newport News community while bringing approximately 90 new jobs to the area, most of which are being hired locally.

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 87 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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