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FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS IN CHAPEL HILL ON JULY 16

Specialty Grocer Brings High-Quality Products and Superior Customer Service to Chapel Hill Community

CHAPEL HILL, NC (June 20, 2007) - **The Fresh Market**, headquartered in Greensboro, NC, will expand its presence in the state next month with a new store in Chapel Hill. This location marks the company's thirteenth store in North Carolina, with two additional openings to follow this year in Greenville and Cornelius.

Located at 1200 Raleigh Rd. in the Glenwood Square Shopping Center, The Fresh Market will be centrally positioned near the intersection of US 15-501 and NC 54 and convenient to many area neighborhoods as well as the University of North Carolina at Chapel Hill.

The store's grand opening will be held on **Wednesday, July 16 at 9:00 a.m.** and will include a complimentary outdoor barbeque, a free sample bag of coffee to the first 1,000 customers, and food sampling stations throughout the store featuring a number of local and regional products.

"We are very excited to be opening a store in Chapel Hill, expanding our reach in The Fresh Market's home state," said Brett Berry, president and chief executive officer. "This new store has been much anticipated, and we look forward to offering customers a unique and rewarding food shopping experience."

With over 24,600 square feet of culinary delights, the Chapel Hill location will be one of The Fresh Market's largest stores to date. Features include a bakery department that produces 30 freshly baked breads and 15 different varieties of pies, a full service meat counter, a wide selection of ready-to-serve entrées, fresh seafood that is flown into stores several times per week and more than 200 imported and domestic cheeses, as well as a bountiful produce department that boasts more than 400 items with a large organic selection.

The Fresh Market's inviting atmosphere is reminiscent of old-world European markets, says Craig Carlock, chief operating officer. "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 will bring more than 90 new jobs to the Chapel Hill area.

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 78 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.