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**THE FRESH MARKET TO RELOCATE JACKSONVILLE STORE
Specialty Grocer Selects Julington Creek Marina for New Store Location**

JACKSONVILLE, F.L. (June 24, 2008) – The Fresh Market® announced today that it plans to relocate its store currently located at 10950 San Jose Boulevard in Jacksonville, Florida.

The new store, scheduled to open in late 2009, will be located at 12807 San Jose Boulevard in the Julington Creek Marina development. The Fresh Market expects to introduce its newest format with an approximately 21,000 square-foot store, featuring the company's current layout with expanded departments and new fixtures.

“By relocating we are able to provide our Mandarin-area customers with a slightly larger, updated store in addition to serving the growing Julington Creek community,” said Randy Kelley, Senior Vice President of Real Estate and Development for The Fresh Market. “We are excited to be a part of the new marina development as well. Like our Coconut Grove store in south Miami, being part of the marina allows us to serve the boating community in addition to local residents.”

The Fresh Market has built its reputation on being an extraordinary food destination store. “From bountiful produce and high quality meats 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 quality as well as superior customer service.”

The Fresh Market entered the greater Jacksonville market in 1996, with its current Mandarin store. The company has since opened two other stores in the area at 13493 Atlantic Boulevard and 840 A1A North in Ponte Vedra.

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.