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THE FRESH MARKET CELEBRATES 25 YEARS

Specialty grocer's adding exclusive products, planning special promotions for customers and throwing an anniversary bash

Greensboro, NC (August 16, 2007) – This year, **The Fresh Market** celebrates **25 years** of success with its yearlong anniversary campaign featuring an exclusive selection of 25th anniversary products, a recipe contest for a 25th anniversary cookbook due in stores for the holidays and an event to commemorate 25 years in its hometown where it all began.

The Fresh Market got its start 25 years ago, in 1982 in Greensboro, North Carolina. Founded by Ray and Beverly Berry, The Fresh Market was the fulfillment of a dream: to develop a better grocery store that brought back the feeling of European open markets. The small store with loose produce, vitamins, bulk foods and freshly roasted coffee in bins stood in stark contrast to conventional grocery stores at the time where foods had increasingly become industrialized and the stores bigger and sterile. Fortunately, many customers showed up for opening day and the store was an immediate favorite among Greensboro residents.

"While many people didn't understand what we were about or how to shop our store," admitted Ray Berry, "most people really enjoyed the quality of our products and kept coming back."

The demand for The Fresh Market concept was so high that today, while still family owned and operated, it has grown in size to 69 stores in 13 states in the Southeast and Midwest, with plans for continued expansion into the Southeast, Midwest and Mid-Atlantic region.

The Fresh Market kicked off its anniversary on March 8 by inviting customers to participate in its **25th Anniversary Cookbook Contest**. Customers were encouraged to submit their creative personal recipes online or in stores before April 30 for this special edition cookbook, due to arrive in stores for the holidays. Twenty-five lucky entrants will receive a 25th Anniversary Prize Package.

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One very special anniversary celebration, called **The Fresh Market's SummerFest: A Celebration of 25 Years of Service**, took place on June 30 in Greensboro, North Carolina where The Fresh Market got its start. One of the first stores relocated this year into a larger 20,000-plus square foot space, not far from its original location. To commemorate this significant event in Fresh Market history, the company hosted a fun, family-oriented event for the community, which included a local chef cook-off and raffle with great prizes that will benefit the local chapter of the Juvenile Diabetes Research Foundation (JDRF). In addition, 10 percent of the store's sales went to JDRF.

"We are very excited to celebrate The Fresh Market's 25th anniversary in our hometown, where it all began," said Brett Berry, President & Chief Executive Officer. "We greatly appreciate the support of our customers over the years and hope that they will continue to look to The Fresh Market for fresh, high quality products and superior customer service."

In addition, The Fresh Market will release several special 25th anniversary products, which will be packaged with a silver 25th anniversary logo. Stay tuned for all the exciting new things that The Fresh Market has in store this year.

For more information on The Fresh Market, visit www.thefreshmarket.com.