



dedicated to finding a cure



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FOR IMMEDIATE RELEASE

**THE FRESH MARKET AND JUVENILE DIABETES RESEARCH FOUNDATION TEAM UP
TO FIND A CURE FOR TYPE 1 DIABETES**

100 Percent of 15th Annual Sidewalk Sale Proceeds Will Benefit JDRF

GREENSBORO, N.C. (September 2, 2009) —The Fresh Market will hold its 15th annual “Hope Floats” Sidewalk Sale on Friday, September 11 through Sunday, September 13, from 11:00 a.m. to 6:00 p.m. daily to benefit the Juvenile Diabetes Research Foundation (JDRF). Each of The Fresh Market’s 90 stores in 17 states will offer root beer floats, hot dogs and gourmet cookies in exchange for a donation to JDRF in support of its mission to find a cure for diabetes and its complications.

The Fresh Market and its business partners are pleased to supply all food products for the event and will donate 100 percent of the money raised over the three days directly to JDRF. In addition, The Fresh Market is also running a JDRF “Sneaker Sale” campaign that will run through September 13. Customers can make additional donations by purchasing paper sneakers at The Fresh Market’s checkout counters to show support for this worthy cause. JDRF Collection Containers will also be placed at each checkout counter, as every penny counts.

“The annual Fresh Market Sidewalk Sale has become an important partnership for JDRF in helping us turn research into reality and find a cure for diabetes,” said Alan J. Lewis, Ph.D., President and CEO of JDRF. “We are so thankful for The Fresh Market for being such dedicated supporters of our mission.”

The annual Sidewalk Sale is one of the many ways The Fresh Market continues to support JDRF. The Fresh Market was the first Presenting Sponsor for the Walk to Cure Diabetes held in the corporate headquarters city of Greensboro, NC and the company has consistently been a sponsor of the JDRF Piedmont Triad Chapter’s annual gala, where it was honored at the initial gala in 2001.

“Our company-wide Sidewalk Sale brings communities together each year to increase awareness and raise critically needed funds for research related to type 1 diabetes,” said Ray Berry, The Fresh Market’s Founder and Chairman. “This is a cause our company has championed for many years and we are always excited to see how our stores embrace the event in their own neighborhoods.”

For store locations and more information about The Fresh Market, please visit www.thefreshmarket.com. For more information about JDRF, visit www.jdrf.org.

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