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**THE FRESH MARKET EXPANDS IN KENTUCKY WITH SECOND LOUISVILLE STORE  
Specialty Grocer to Open Store in Brownsboro Area**

**LOUISVILLE, K.Y.** (November 20, 2008) – The Fresh Market continues to grow its chain of specialty grocery stores with a second location in Louisville, KY. The new store will be located in The James Center development at the intersection of Brownsboro Road and Rudy Lane and is scheduled to open in the spring of 2010.

“We are excited about our expansion in the Louisville market,” said Randy Kelley, senior vice president of real estate and development for The Fresh Market. “We look forward to building on the success of our existing location on Shelbyville Road, where we have enjoyed a strong and loyal customer base since opening in 2000, and to providing customers in the Brownsboro area with the same unique shopping experience.”

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.”

**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 86 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](http://www.thefreshmarket.com).