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**THE FRESH MARKET TO EXPAND IN THE MIDWEST WITH FOURTH ILLINOIS STORE
Specialty Grocer Announces New Location in Normal**

NORMAL, I.L. (December 10, 2008) – The Fresh Market continues to grow its chain of specialty grocery stores with a new location in the central Illinois town of Normal. The new store will be located at 200 N. Greenbriar Drive, in a building formerly occupied by World Market, and is scheduled to open in late 2009.

“We are excited about our expansion in the Midwest, and in Illinois in particular,” 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 three Chicago-area locations, where we have enjoyed a strong and loyal customer base, and to providing customers in the Normal and Bloomington areas with the same unique shopping experience.” The company currently operates stores in Geneva, Kildeer and Wilmette.

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.