

PRESSRELEASE

LERNER ENTERPRISES • 2000 TOWER OAKS BOULEVARD • EIGHTH FLOOR • ROCKVILLE, MARYLAND 20852

MEDIA CONTACT:

Dan B. Cook
Lerner
DCook@Lerner.com
240.393.2105 (Cell)



FOR IMMEDIATE RELEASE

**THE FRESH MARKET TO OPEN AT ANNAPOLIS HARBOUR CENTER
ON WEDNESDAY MARCH 3**

ANNAPOLIS, MD – February 22, 2010 – Lerner Enterprises of Rockville, Maryland, Washington, D.C.’s largest private real estate developer, is proud to announce that The Fresh Market, a specialty grocery market, will officially open at 9:00 A.M. on Wednesday, March 3, 2010 at Annapolis Harbour Center in Annapolis, Maryland. This will be The Fresh Market’s second store in Maryland and first in Anne Arundel County.

“We welcome the Greater Annapolis community to come out and experience The Fresh Market at Annapolis Harbour Center,” stated Alan H. Gottlieb, Chief Operating Officer of Lerner. “The Fresh Market at Annapolis Harbour Center is reminiscent of an old-world European market and features an amazing product selection that will become a new shopping staple for the entire community,” he added.

Located at the west end of the shopping center, the 25,000 square foot Fresh Market’s culinary delights include: a bakery that produces 30 freshly baked breads and 12 different varieties of pies daily, a full service meat counter, a wide selection of ready-to-serve entrées, fresh seafood delivered to the store several times per week, more than 200 imported and domestic cheeses, as well as a bountiful produce department with more than 400 items with a large organic selection.

“We are extremely excited to become a part of the Annapolis community and open our newest store at Annapolis Harbour Center,” said Craig Carlock, President and Chief Executive Officer of The Fresh Market®. “The Fresh Market in Annapolis will bring approximately 90 new jobs to the area, most of which are being filled locally,” he added, “and we look forward to providing the community with the highest quality perishable food, excellent customer service and a unique shopping experience.”

-more-

-continued-

As part of the grand opening activities, The Fresh Market at Annapolis Harbour Center will feature outdoor grilling, chef demonstrations, and various food samplings will be located throughout the store. A reusable shopping bag and sample-sized bag of the company's house blend gourmet coffee will be free to the first 1,000 customers.

In addition, customers attending the grand opening will be invited to enter into a drawing to win The Fresh Market Pantry, valued at approximately \$1,000. The Pantry is a collection of The Fresh Market's own TFM-branded favorites, including spices, stocks, pastas, pancake mixes, gourmet sauces, jams and more to fill the lucky winner's kitchen cupboard.

About Annapolis Harbour Center:

Annapolis Harbour Center (AnnapolisHarbourCenter.com), is an award winning 280,000 square-foot lifestyle power center located on Solomons Island Road in Annapolis, Maryland that features a wide assortment of destination retailers including Old Navy, Barnes & Noble, Loft, Chico's, Rack Room Shoes, Omaha Steaks, Bow-Tie Cinemas, Jos. A. Bank Clothiers, Justice, South Moon Under, Ulta Beauty, T.G.I. Friday's among many others. Annapolis Harbour Center also features the hugely popular Pennsylvania Dutch Farmer's Market (PADutchFarmMarket.com) that is open Thursdays – Saturdays.

About The Fresh Market®:

On March 5, 1982, Ray and Beverly Berry opened the first Fresh Market (TheFreshMarket.com) 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 93 stores in 18 states, located in the Southeast, Midwest, Mid-Atlantic, and Northeast, with plans for continued expansion throughout the country. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer.

About Lerner Enterprises:

Lerner Enterprises (Lerner.com) of Rockville, Maryland, founded by Theodore N. Lerner in 1952, is Washington, D.C.'s largest private real estate developer and is involved in all phases of commercial, residential, retail, hotel and mixed-use real estate. This includes planning, development, construction, leasing, asset and property management. Lerner has developed and currently manages more than 15 million square feet of office buildings, retail centers and residential communities. Lerner's retail portfolio has several well-known developments including: Dulles Town Center (ShopDullesTownCenter.com), Dulles, VA; White Flint (ShopWhiteFlint.com), North Bethesda, MD.; Fallsgrove Village Center (FallsgroveVillageCtr.com), Rockville, MD; Dulles 28 Centre (Dulles28Centre), Dulles, VA; among many others. Lerner is also the original developer of Tysons Corner Center and Tysons

-more-

-continued-

Galleria in McLean, VA; and Wheaton Plaza in Wheaton, MD.

Lerner has been the recipient of numerous other industry awards (Lerner.com/Awards.html) in its 58-year history including the Honor Award for Design Excellence in the Fairfax County 2009 Exceptional Design Awards Program for 1800 Tysons Boulevard in The Corporate Office Centre at Tysons II. Lerner has also received several ICSC MAXI Merit awards and other various marketing awards for their shopping centers.

###