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HINT FIZZ® UNSWEETENED SODA LAUNCHES EXCLUSIVELY AT THE FRESH MARKET
Leading Unsweetened Essence Water Aims to Break Soda's Grip on America

San Francisco, CA (July 2011) – HINT Inc., maker of the leading unsweetened flavored water, has launched, HINT FIZZ®, exclusively at The Fresh Market, Inc. (NASDAQ: TFM). Available in Blackberry, Watermelon, Strawberry-Kiwi and Peach, unsweetened Hint FIZZ gives soda drinkers what they need to Drink Water, Not Sugar®!

Like the original HINT Water, HINT FIZZ offers simple, unsweetened refreshment.

“Since launching in 2005, Hint has become one of the leading beverages at The Fresh Market stores,” said Marc Jones, senior vice president of marketing and merchandising. “When we first tried Hint FIZZ, we felt that the light carbonation added just what the soda drinker needed to make the move to unsweetened Hint products. Our customers are delighted with Hint FIZZ and we are proud to offer it on an exclusive basis in our markets, alongside Hint essence water.”

“There is nothing like HINT Fizz on the market,” said Kara Goldin, CEO of HINT Water. “As both a mom and the founder of HINT I’m always looking for new products that are healthy and hydrating while not compromising on flavor. It was exciting to hear that in early tests, consumers told us ‘This is not sparkling water with flavor, it’s unsweetened soda.’ Finally we have a product that allows soda lovers to Drink Water, Not Sugar.”

HINT saw 100 percent growth in sales in 2010 in its core product line and HINT Fizz will allow for the brand to expand to a whole new customer base. HINT was also named BevNet’s Best New Enhanced Water and Best Flavored Water by Self Magazine and Good Housekeeping Magazine in 2010. Building on their success, HINT also plans to launch new retail programs and increase distribution across the country in 2011.

About HINT: HINT, whose mantra is Drink Water, Not Sugar® is the brainchild of Kara Goldin, a San Francisco mother of four who was seeking a refreshing, unsweetened and no calorie beverage to give her family. Her simple solution – HINT Essence Water. Launched in 2005, Kara developed HINT in response to the growing wall of sugary juices and sodas. HINT is at the heart of a healthy lifestyle™, and is available in many delicious flavors including Blackberry, Watermelon, Pomegranate-Tangerine, Mango-Grapefruit, Strawberry-Kiwi and Raspberry-Lime. HINT Essence Water can be found in fine grocery stores and retailers all over the United States or purchased online at www.drinkhint.com. More information is also available at www.facebook.com/drinkhint.

About The Fresh Market, Inc.

Founded in 1982, The Fresh Market, Inc. (NASDAQ: TFM) is a specialty grocery retailer focused on providing high-quality products in a unique and inviting atmosphere with a high level of customer service. The company currently operates 101 stores in 20 states, located in the Southeast, Midwest, MidAtlantic, and Northeast, with plans for continued expansion throughout

the country. The Fresh Market is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.

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