



The Fresh Market, Inc.'s Online Accessibility Policy

At The Fresh Market ("TFM"), we seek to understand and respect the unique needs and perspectives of the communities in which TFM serves. It is TFM's commitment to ensure that our website and platform are accessible to individuals with disabilities and that they permit content providers to develop and post accessible content. To meet this goal, TFM is implementing several initiatives, including:

- Conforming www.thefreshmarket.com with the applicable Web Content Accessibility Guidelines ("WCAG") published by the World Wide Web Consortium;
- Distributing this policy to our guests, visitors, applicants, employees, vendors, and the like via www.thefreshmarket.com;
- Linking to this policy from the www.thefreshmarket.com Contact Us page, soliciting and providing a method to submit feedback, and providing a method to contact knowledgeable TFM personnel;
- Appointing a website accessibility coordinator who is knowledgeable on website accessibility and digital accessibility standards and responsible for coordinating TFM's responsibilities with respect to accessibility;
- Modifying our practices to prioritize accessibility bug fixes to ensure they are remedied with the same level of priority as any other equivalent loss of function for individuals without disabilities; and
- Retaining one or more knowledgeable website accessibility consultants responsible for conducting regular website accessibility evaluations of www.thefreshmarket.com.

TFM has undertaken these accessibility initiatives to ensure that everyone who visits our website and platform can access the content thereon. We will continue to spend quality time and resources to enhance www.thefreshmarket.com. Please direct any questions or suggestions on how to improve the accessibility of our website and platform to accessibility@thefreshmarket.net. We welcome your feedback.