

BIRKS & MAYORS

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**BIRKS & MAYORS ANNOUNCES EARNINGS RELEASE DATE, CONFERENCE CALL
AND WEBCAST FOR THIRD QUARTER FISCAL 2009 RESULTS**

MONTREAL--(BUSINESS WIRE) -- February 20, 2009 - Birks & Mayors Inc. (the "Company" or "Birks & Mayors") (AMEX:BMJ), which operates 69 luxury jewelry stores across Canada, Florida and Georgia, today announced that the Company will conduct a conference call to discuss third quarter Fiscal 2009 results. The call, scheduled for Tuesday, February 24, 2009 at 4:45 pm Eastern Time, will be hosted by Thomas A. Andruskevich, President and Chief Executive Officer, and Michael Rabinovitch, Chief Financial Officer.

Investors and analysts in the U.S. and Canada interested in participating in the call are invited to dial 1-877-407-9039 approximately ten minutes prior to the start of the call. All other international callers please dial 1-201-689-8470 prior to the presentation. The conference call will also be web-cast live at www.birksandmayors.com. A replay of this call will be available until 11:59 pm Eastern Standard Time on March 3, 2009 and can be accessed by dialing 1-877-660-6853 and entering account number 3055 and conference ID number 312137.

About Birks & Mayors, Inc.

Birks & Mayors is a leading operator of luxury jewelry stores in the United States and Canada. As of January 31, 2009, the Company operated 37 stores (Birks Brand) across most major metropolitan markets in Canada and 30 stores (Mayors Brand) across Florida and Georgia, as well as two retail locations in Calgary and Vancouver under the Brinkhaus brand. Birks was founded in 1879 and developed over the years into Canada's premier retailer, designer and manufacturer of fine jewelry, timepieces, sterling and plated silverware and gifts. Mayors was founded in 1910 and has maintained the intimacy of a family-owned boutique while becoming renowned for its fine jewelry, timepieces, giftware and service. Additional information can be found on Birks & Mayors web site, www.birksandmayors.com.