

# BIRKS & MAYORS

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## **BIRKS & MAYORS ANNOUNCES CONFERENCE CALL AND WEBCAST FOR THIRD QUARTER OF FISCAL 2010 SALES RESULTS**

*MONTREAL--(BUSINESS WIRE) - January 25, 2010* - Birks & Mayors Inc. (the "Company" or "Birks & Mayors") (NYSE AMEX:BMJ), which operates 65 luxury jewelry stores across Canada, Florida and Georgia, today announced that the Company will conduct a conference call to discuss sales results for the third quarter of Fiscal 2010. The call, scheduled for Monday, February 1, 2010 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 1-888-264-8926 approximately ten minutes prior to the start of the call. All other international callers please dial 1-913-312-6695 prior to the presentation. The conference call will also be web-cast live at [www.birksandmayors.com](http://www.birksandmayors.com). A replay of this call will be available until 11:59 pm Eastern Time on February 8, 2010 and can be accessed by dialing 1-888-203-1122 and entering conference ID number 8634312.

### **About Birks & Mayors, Inc.**

Birks & Mayors is a leading operator of luxury jewelry stores in the United States and Canada. As of January 22, 2010, the Company operated a total of 65 stores, including 35 stores (Birks Brand) across most major metropolitan markets in Canada and 28 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](http://www.birksandmayors.com).