

BIRKS & MAYORS INC.

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BIRKS & MAYORS ANNOUNCES EARNINGS RELEASE DATE, CONFERENCE CALL AND WEBCAST FOR THIRD QUARTER FISCAL 2007 RESULTS

Montreal, Quebec. January 31, 2007/BUSINESS WIRE/ -- Birks & Mayors Inc. (the "Company" or "Birks & Mayors") (AMEX:BMJ), which operates 67 luxury jewelry stores across Canada, Florida and Georgia, today announced that the Company will conduct a conference call to discuss third quarter results. The call, scheduled for Friday, February 16, 2007 at 9:00 a.m. 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 1-800-936-9754 approximately ten minutes prior to the start of the call. All other international callers please dial 1-973-935-2048 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 Midnight Eastern Time on February 23, 2007 and can be accessed by dialing (877) 519-4471 and entering pin number 8380575.

About Birks & Mayors, Inc.

Birks & Mayors Inc. is a leading operator of luxury jewelry stores in the United States and Canada. As of January 31, 2007, the Company operated 38 stores (Birks) across most major metropolitan markets in Canada and 29 stores (Mayors) across Florida and Georgia. 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.