

BIRKS & MAYORS

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For immediate release

BIRKS & MAYORS SIGNS EXCLUSIVE PARTNERSHIP FOR THE DISTRIBUTION OF BOTSWANA DIAMONDS IN NORTH AMERICA

Montreal, QC- June 2, 2008—Birks & Mayors Inc. has announced today that they have entered into a partnership to be the exclusive distributor of Botswana Diamonds in North America.

Through this recent affiliation, Birks & Mayors will bring Botswana Diamonds with their extraordinary beauty, romance and mystique to consumers across North America, as every diamond is inextricably linked with the magical and spectacular beauty of an African country that has a strong allure for people around the world.

These diamonds are exclusively sourced through DTC Botswana and manufactured at DMB's (Diamond Manufacturing Botswana) state-of-the-art factory in Botswana. This controlled and monitored channel allows Birks diamonds from Botswana to tell a rational story about *both* ethical accountability *and* the benefits to the nation of Botswana. Approximately 70% of Botswana's exports and 30% of its GDP is directly derived from diamonds, providing jobs, health and housing for its adults, schools and education for its children, and helping to ensure a secure and prosperous future for its citizens.

Botswana Diamonds are the newest members of the Birks & Mayors family of high quality, unique and differentiated diamonds, which also includes Birks Canadian Diamonds and Amorique® Diamonds. These collections compliment the company's branded Birks ideal-cut, excellent-cut and premier-cut diamonds, each, when mounted in engagement rings, having its own individualized Diamond Identification Number and Birks Diamond Certificate.

Birks & Mayors Inc. plans to officially launch DTC Botswana Diamonds in fall 2008 at its Birks flagship stores in Montreal, Toronto and Vancouver and at select Mayors locations in South Florida and Atlanta, Georgia.

"Birks & Mayors has been an industry leader supporting ethical and socially responsible diamond sourcing. This partnership allows us to further strengthen the chain of custody from mine to case line while increasing the prosperity of the Botswana people. It is a wonderful story and we are delighted to bring these exceptional diamonds to our customers," said John C. Orrico, Senior Vice President of Birks & Mayors Inc.

Philippe Roth, Director of Dia Holdings (Pty) Ltd., commented recently that "use of the Botswana Diamonds provides Birks & Mayors with a clear, concise and unambiguous guarantee of quality, provenance and ethics".

About Birks&Mayors:

Birks & Mayors Inc. (AMEX:BMJ) operates 70 luxury jewellery stores across Canada, Florida and Georgia. The company posted annual sales of \$294.3 million in fiscal 2007 and employs more than 1,100 employees in Canada and the United States. Birks & Mayors operates 37 Birks stores across most major metropolitan markets in Canada and 31 Mayors stores across Florida and Georgia, as well as two Brinkhaus retail locations in Calgary and Vancouver. The company also designs and manufactures fine jewellery, timepieces, silverware and gifts under the Birks brand, which is currently sold through Birks & Mayors retail channels. Founded in 1879, Birks is Canada's premier luxury brand and the Official Supplier of Jewellery for the 2010 Olympic and Paralympic Winter Games. For more information, please visit www.birks.com

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