



NEWS RELEASE

Canada's Games will sparkle: Birks announces sponsorship of the Vancouver 2010 Winter Games

*Birks announced as Official Supplier of Jewellery
as part of 100th Anniversary Celebration in Vancouver*

Vancouver, BC (February 7, 2007) – The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) and Birks & Mayors Inc. (Amex: BMJ) announced today that Birks, Canada's premier luxury brand has been named Official Supplier of Jewellery. Details of the new partnership were shared with employees and customers as part of Birks' 100th Anniversary celebration in Vancouver. As a Tier III supplier, Birks will provide VANOC with a uniquely Canadian gifting and licensed merchandise program that will commemorate the 2010 Olympic and Paralympic Winter Games.

"This important initiative was born of shared values and of Birks' commitment to delivering an incredible brand experience to a national and international audience," stated Thomas A. Andruskevich, president and CEO, Birks & Mayors. "We are extremely proud to take part in this journey that honours our best athletes and celebrates excellence as the Vancouver 2010 Winter Games shine on the world wide stage. Canadians look to Birks to mark the most important celebrations in their lives which is why Birks wants to commemorate this important moment in Canadian history."

The six-year partnership designates Birks as an Official Supplier of the 2010 Winter Games, including sponsorship rights for the Canadian teams participating at the Beijing 2008, Vancouver 2010 and London 2012 Olympic Games.

"We are delighted to welcome over 1,100 employees of Birks & Mayors Inc. to the Vancouver 2010 family," said John Furlong, CEO, VANOC. "Birks has a proud Canadian heritage and it is an honour to participate in their Vancouver centennial celebration with this exciting announcement."

Birks will create licensed products bearing the Vancouver 2010 Olympic and Paralympic Winter Games marks as well as the Canadian Olympic team emblem. Birks will also be the exclusive licensee for distinctive collections of fine jewellery retailed at over \$150. These exclusive products will include necklaces, earrings, pendants and rings bearing the Olympic and Paralympic marks. All Canadians will have an opportunity to purchase a unique 2010 Winter Games jewellery item wrapped in the Birks iconic blue box, when these collections are launched throughout Birks retail stores, website and network of corporate sales representatives in Canada, by the beginning of 2008.

About Birks & Mayors Inc.

Birks & Mayors Inc. (Amex: BMJ) is a leading operator of luxury jewellery stores in Canada and the United States. The Company operates 38 stores (Birks Brand) across most major metropolitan markets in Canada and 29 stores (Mayors Brand) across Florida and Georgia. Founded in 1879, Birks is Canada's premier designer and retailer of fine jewellery, timepieces and giftware. In addition, Birks offers a full range of corporate gifts, estate jewellery, and gift and wedding registry services. Birks also has six corporate sales offices and offers catalogue and on-line shopping. For more information please visit www.birks.com.

About VANOC

VANOC is responsible for the planning, organizing, financing and staging of the XXI Olympic Winter Games and the X Paralympic Winter Games in 2010. The 2010 Olympic Winter Games will be staged in Vancouver and Whistler from February 12 to 28, 2010. Vancouver and Whistler will host the Paralympic Winter Games from March 12 to 21, 2010.

VANOC's marketing program is focused on securing mutually rewarding partnerships with shared values to generate sufficient revenue to host successful Winter Games in 2010 and to leave a financial legacy for sport. VANOC's International Partners include Coca-Cola, Atos Origin, GE, McDonald's, Omega and Visa. VANOC's National Partners are Bell Canada, Hbc, RBC Financial Group, GM Canada, Petro-Canada, and RONA. VANOC's Official Supporters include the British Columbia Lottery Corporation, Canadian Pacific, Ricoh Canada Inc., the Royal Canadian Mint and Teck Cominco Limited. VANOC's Official Suppliers are Dow Canada, EPCOR, Haworth Canada and Workopolis.

- 30 -



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