

BIRKS & MAYORS

Company Contact:
Michael Rabinovitch
SVP & Chief Financial Officer
(954) 590-9000

BIRKS & MAYORS INC. REPORTS HOLIDAY SALES

Montreal, Quebec – (January 12, 2009) – Birks & Mayors Inc. (AMEX: BMJ) (the “Company”) announced today that net sales during the fiscal 2009 holiday season for the period from November 2, 2008 through December 27, 2008 decreased by 31% to \$66.0 million compared to net sales of \$95.9 million during last year’s holiday season for the period from November 4, 2007 through December 29, 2007. The Company also reported that comparable store sales (which include stores open in the same period in both the current and prior year and at constant exchange rates) during this period decreased by 26%, which was comprised of a 31% decrease in the U.S. and a 19% decrease in Canada. The impact of the lowest level of consumer confidence on record and the resulting decrease in discretionary consumer spending, led to a significant reduction in our store traffic and our average transaction value in both the U.S. and Canada. In addition, \$7.7 million of the decrease in net sales is related to translating the sales of the Company’s Canadian operations into U.S. dollars with a relatively weaker Canadian dollar.

Thomas A. Andruskevich, President and Chief Executive Officer commented, “This year’s holiday season has proven to be extremely difficult given the challenging retail environment, especially for the luxury and jewelry sectors. The losses suffered by investors in the equity markets, historically low consumer confidence and lack of visibility in the economic outlook resulted in a significant reduction in consumer spending. While we are disappointed with the magnitude of our sales decrease, we will continue to manage our business in a manner that achieves increased organizational and asset efficiency, and deploy more innovative retail, marketing and merchandising techniques, with the goal of maximizing market share opportunities during this challenging economic cycle.”

About Birks & Mayors Inc.

Birks & Mayors is a leading operator of luxury jewelry stores in the United States and Canada. The Company operates 37 stores (Birks Brand) across most major metropolitan markets in Canada and 31 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.

This press release contains certain “forward-looking” statements concerning expectations of future events. Actual results might differ materially from those projected in the forward-looking statements as they are subject to various risks and uncertainties. These risks and uncertainties include the Company’s ability to implement its business strategy, the Company’s ability to compete with other jewelers, and the success of the Company’s retail, marketing initiatives and merchandising initiative. Information concerning factors that could cause actual results to differ materially are set forth in the Company’s Annual Report on Form 20-F filed with the Securities and Exchange Commission on June 30, 2008. The Company undertakes no obligation to update or release any revisions to these forward-looking statements to reflect events or circumstances after the date of this statement or to reflect the occurrence of unanticipated events, except as required by law.