

BIRKS & MAYORS

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BIRKS & MAYORS INC. REPORTS FIRST QUARTER FISCAL 2010 SALES RESULTS

Montreal, Quebec (July 20, 2009) Birks & Mayors Inc. (AMEX: BMJ) (the "Company") announced today that net sales during the 13 weeks ended June 27, 2009 were \$53.6 million, representing a decrease of \$18.8 million, or 26%, compared to net sales of \$72.4 million during the first quarter of last fiscal year. 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 20%, which was comprised of a 26% decline in the U.S. and a 13% decline in Canada. In addition, \$4.3 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 fiscal first quarter sales results continued to reflect the recessionary environment, and severe drop in consumer confidence which has reduced demand for luxury retail products. While we are encouraged by a steady improvement in the rate of monthly comparable store sales declines since the end of March, the competitive landscape, including the liquidation sales of jewelry and timepieces, will continue to create a challenging sales environment for the Company and the jewelry industry."

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 30 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, including that management is encouraged by the rate of monthly comparable store sales declines and the expectation that the competitive landscape will continue to create a challenging sales environment. 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 July 6, 2009 and subsequent filings with the Securities and Exchange Commission. 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.