

For immediate release April 22, 2010

## **First Ever MAYORS by BIRKS Opens Its Doors Leading luxury jeweler highlights exclusive BIRKS brand**

**Tamarac, Fl. (April 22, 2010)** – MAYORS, the leading luxury destination for fine jewelry, timepieces and gifts since 1910, is delighted to announce the opening of the first ever **MAYORS by BIRKS** store and the return to The Gardens Mall, at 3101 PGA Blvd., Palm Beach Gardens, Florida.

Rolex has partnered with MAYORS and will hold a private, celebratory event this evening at the new **MAYORS by BIRKS** store where one of the most extensive collections of Rolex and Cellini timepieces will be on display.

The new concept, **MAYORS by BIRKS**, links the MAYORS store with the BIRKS brand, which is carried exclusively by MAYORS in the United States. This was a natural development on two levels. Firstly, MAYORS locations in the area saw increased interest in BIRKS premier luxury jewellery, timepieces, and gifts as well as pieces from the BIRKS LIVING collection.

Secondly, the time was right to return to The Gardens Mall where MAYORS once had a retail location. “We are excited about this homecoming, the return to our roots at The Gardens Mall. We believe that the demographics of The Gardens Mall is an excellent opportunity for us and is in line with our short and long term objectives.” stated Thomas A. Andruskevich, BIRKS & MAYORS President & CEO.

**MAYORS by BIRKS** will carry a wide array of BIRKS brand products. The BIRKS bridal collection will be offered, which features the breathtaking Amorique diamond. This proprietary, cushion-shaped, fancy-cut diamond is among the rarest in the world and represents the union of BIRKS’ expertise in design innovation, using the latest advancement in diamond cutting technology.

Another extraordinary collection available only at **MAYORS by BIRKS** is BIRKS LIVING, a lifestyle brand concept with an array of stunning, artful pieces that vary from established classics to lavish luxuries. The collection of decorative pieces will help clients create a home that is ensconced in comfort and delight, with a touch of whimsy and plenty of design.

**MAYORS by BIRKS** will have one of the most outstanding collections of Rolex timepieces, the leading name in luxury watches, in the Southeastern United States.

Finally, **MAYORS by BIRKS** will also have a wide selection of world renowned brands including Damiani jewelry and Roberto Coin jewelry.

“We are pleased to offer this unique assortment to our customers in the Palm Beach area,” said Al Rahm, SVP Retail Operations.

## **About Mayors**

Birks & Mayors, Inc. (Amex “BMJ”) is a leading operator of 64 luxury jewelry stores in the United States and Canada. As of April 26, 2010, the Company operated 33 Birks stores across most major metropolitan markets in Canada and 29 Mayors stores across Florida and Georgia, as well as two retail locations in Calgary and Vancouver under the Brinkhaus brand. For more information, please visit [www.mayors.com](http://www.mayors.com).

- 30 -

### **Company Contacts:**

Keren Blankrot

514.397.2519

[kblankrot@birksandmayors.com](mailto:kblankrot@birksandmayors.com)

Damarie Martinez

954.590.9327

[dmartinez@birksandmayors.com](mailto:dmartinez@birksandmayors.com)