

BIRKS & MAYORS

Contact:

Kacie Main/Barbara Goldberg
O'Connell & Goldberg
450 North Park Road, Suite 600
Hollywood, FL 33021
(954) 964 9098
kmain@oandgpr.com
bgoldberg@oandgpr.com

MAYORS TAKES THE ICE WITH FLORIDA PANTHERS AND THE BANKATLANTIC CENTER

TAMARAC, Fla. – July 16, 2008 – After almost 100 years of providing clients superior and personalized service within its 31 Florida and Georgia locations, Mayors will now bring that unique customer experience to the guests, players and owners of the Florida Panthers and the BankAtlantic Center. Mayors, a leading luxury jeweler in the Southeast U.S. announced today that it has signed a multi-year marketing partnership to become the newest Pillar Partner of Sunrise Sports & Entertainment (SSE) and receives the designation of 'Preferred and Exclusive Jeweler of the Florida Panthers and the BankAtlantic Center'. Mayors is now one of SSE's 15 Pillar Partners.

Thomas A. Andruskevich, Birks & Mayors President & CEO commented, "Entering into this strategic partnership was a natural phase within our dynamic marketing strategy. The commitment we experienced in forming this partnership under the management of Sunrise Sports & Entertainment (SSE) made it easy for us to see the potential for exploring new sponsorship synergies that involve innovative marketing initiatives within our designation as 'Preferred and Exclusive Jeweler of the Florida Panthers and BankAtlantic Center'."

"Our combined passion, commitment and expertise to explore new marketing initiatives will undoubtedly drive the success of our new partnership" added Andruskevich.

"We are very pleased and excited to welcome Mayors as our newest Pillar Partner," said Sunrise Sports & Entertainment President/COO Michael Yormark. "Mayors is renowned for being a luxury destination for the finest jewelry and timepieces in the region and we are confident that they will offer a distinctively tailored Mayors experience to our guests, players and owners within the scope of all that we have planned in the coming months and years ahead".

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About Birks&Mayors:

Birks & Mayors, Inc. (Amex "BMJ") operates 71 luxury jewelry stores across Canada, Florida and Georgia. The company posted annual sales of \$314.8 million in fiscal 2008 and employs more than 1,000 employees in Canada and the United States. Birks & Mayors also designs and manufactures fine jewelry, timepieces, sterling and plated silverware and gifts under the Birks brand, which is currently sold through Birks and Mayors retail channels. Founded in 1879, Birks

is Canada's premier luxury brand and is the Official Supplier of Jewelry for the 2010 Olympic and Paralympic Winter Games. For more information, please visit www.birksandmayors.com

About Sunrise Sports & Entertainment:

Sunrise Sports & Entertainment is the premier company of its kind in South Florida. Home to more than 185 events annually and the Florida Panthers Hockey Club, the BankAtlantic Center is consistently a top 15 worldwide venue according to *Pollstar*. The BankAtlantic Center welcomes more than two million guests each year and is also the home of the Sinatra Theatre presented by BankAtlantic and three publications *Unrestricted* (South Florida & New York) and *Panthers Insider*.