

# BIRKS & MAYORS

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**For immediate release  
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## BIRKS

### launches the BIRKS GOLD EXCHANGE

**Montreal, Qc.** – *November 26<sup>th</sup>, 2009* – BIRKS, a Canadian icon and one of North America's most prestigious and trusted brands since 1879, is pleased to announce the launch of the BIRKS GOLD EXCHANGE.

With the price of precious metals at historic highs, The BIRKS GOLD EXCHANGE offers one of the industry's most competitive prices for precious metals. In addition, as one of Canada's most trusted companies, clients can rely on BIRKS for safe and secure transactions.

Through [www.birksgoldexchange.com](http://www.birksgoldexchange.com), clients can sell their old or unwanted gold, silver, and platinum jewellery online for cash. It is fast, easy, free, and secure.

“We are pleased to offer this exceptional opportunity to our customers. We take pride in being a full service luxury destination built on years of integrity and trust. The BIRKS GOLD EXCHANGE will be no exception” adds John C. Orrico, Senior Vice President.

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Birks & Mayors Inc. (Amex %BMJ+) is a leading operator of 67 luxury jewellery stores in the United States and Canada. As of November 26<sup>th</sup>, 2009, the Company operated 35 Birks stores across most major metropolitan markets in Canada and 30 Mayors stores across Florida and Georgia, as well as two retail locations in Calgary and Vancouver under the Brinkhaus brand. Founded in 1879, BIRKS is Canada's premier luxury brand and is the Official Supplier of Jewellery for the 2010 Olympic and Paralympic Winter Games. For more information, please visit [www.birksandmayors.com](http://www.birksandmayors.com)

