

BIRKS & MAYORS

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MAYORS

launches the MAYORS GOLD EXCHANGE

Tamarac, FL. – *November 26th, 2009* – MAYORS, the leading luxury destination for fine jewelry, timepieces and gifts since 1910, is pleased to announce the launch of the MAYORS GOLD EXCHANGE.

With the price of precious metals at historic highs, the MAYORS GOLD EXCHANGE offers one of the industry's most competitive prices for precious metals. In addition, as one of the most trusted companies in the south-eastern United States, clients can rely on MAYORS for safe and secure transactions.

Through www.mayorsgoldexchange.com, clients can sell their old or unwanted gold, silver, and platinum jewelry 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 MAYORS GOLD EXCHANGE will be no exception” adds John C. Orrico, Senior Vice President.

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Birks & Mayors Inc. (Amex %BIMJ+) is a leading operator of luxury jewelry stores in the United States and Canada. As of November 26th, 2009, the Company operated 35 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.