

BIRKS & MAYORS

Company Contact:
Michael Rabinovitch
SVP & Chief Financial Officer
(954) 590-9000

BIRKS & MAYORS ANNOUNCES EARNINGS RELEASE DATE, CONFERENCE CALL AND WEBCAST FOR MID YEAR FISCAL 2010 RESULTS

MONTREAL--(BUSINESS WIRE) - November 9, 2009 - Birks & Mayors Inc. (the "Company" or "Birks & Mayors") (NYSE AMEX:BMJ), which operates 67 luxury jewelry stores across Canada, Florida and Georgia, today announced that the Company will conduct a conference call to discuss results for the first half of Fiscal 2010. The call, scheduled for Wednesday, November 18, 2009 at 4:45 pm Eastern Time, will be hosted by Thomas A. Andruskevich, President and Chief Executive Officer, and Michael Rabinovitch, Chief Financial Officer.

Investors and analysts in the U.S. and Canada interested in participating in the call are invited to dial 1-888-262-8795 approximately ten minutes prior to the start of the call. All other international callers please dial 1-913-981-5533 prior to the presentation. The conference call will also be web-cast live at www.birksandmayors.com. A replay of this call will be available until 11:59 pm Eastern Time on November 25, 2009 and can be accessed by dialing 1-888-203-1112 and entering conference Pin number 4564834.

About Birks & Mayors, Inc.

Birks & Mayors is a leading operator of luxury jewelry stores in the United States and Canada. As of October 31, 2009, the Company operated a total of 67 stores, including 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.