

Signet Jewelers Ltd is the largest specialty retail jeweler in the US and UK with a total of 1,864 stores. Signet's financial performance in respect of the year ended January 29, 2011 ("Fiscal 2011") is set out below:

	US division	UK division	Total
Sales	\$2,744.2m	\$693.2m	\$3,437.4m
Operating income, net	\$342.7m	\$57.0m	\$372.5m ⁽¹⁾
Operating margin	12.5%	8.2%	10.8% ⁽¹⁾
Make Whole Payment ⁽²⁾			\$47.5m
Income before income taxes		up 30.3% to	\$300.4m
Adjusted income before income taxes ⁽³⁾		up 50.9% to	\$347.9m
Diluted earnings per share		up 26.8% to	\$2.32
Adjusted diluted earnings per share ⁽³⁾		up 45.4% to	\$2.66

(1) Includes unallocated costs of \$27.2m (principally central costs that are not allocated to the US and UK divisions in Signet's management accounts).

(2) Payment arising from prepayment of private placement notes.

(3) Excluding non-recurring make whole payment.

US (79.8% of sales in Fiscal 2011)

The US division is the largest specialty retail jeweler in the country, with 1,328 stores located in 50 states. The business had a 4.5% share of the \$61.5 billion US jewelry market in 2010. Signet trades under a number of brands as set out below:

	Total sales Fiscal 2011	Stores at Dec 31, 2011
Kay Jewelers	46%	922
Jared The Galleria Of Jewelry ⁽⁴⁾	25%	183
Regional brands	9%	223

(4) A Jared store is about four times the size of a typical mall store.

UK (20.2% of sales in Fiscal 2011)

The UK division is the largest specialty retail jeweler in the country, with 536 stores. Signet trades under a number of brands as set out below:

	Total sales Fiscal 2011	Stores at Dec 31, 2011
H.Samuel	11%	338
Ernest Jones (inc. Leslie Davis)	9%	198

For more information, visit www.signetjewelers.com.

SIGNET
JEWELERS



No. 1 specialty jeweler in US



No. 1 off-mall destination jeweler in US



No. 1 specialty jeweler in UK



No. 1 upper middle market jeweler in UK

KEY MANAGEMENT

Sir Malcolm Williamson	Chairman
Mike Barnes	Chief Executive Officer
Ron Ristau	Chief Financial Officer

INVESTOR AND PRESS CONTACTS

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STOCK MARKET INFORMATION (as at January 6, 2011)

Market Capitalisation	\$4.06 billion
No. of Shares in Issue	86,888,077
NYSE Code: SIG	LSE Code: SIG