

NOTICE OF ANNOUNCEMENT HOLIDAY SALES RELEASE

HAMILTON, Bermuda, December 23, 2014 – Signet Jewelers Limited (“Signet”) (NYSE and LSE: SIG), intends to announce its results for the eight weeks ended December 27, 2014 at approximately 7:00 a.m. EST on Thursday, January 8, 2015.

On that date there will be a conference call at 8:30 a.m. EST (1:30 p.m. GMT) and a simultaneous audio webcast and slide presentation available at www.signetjewelers.com. The slides will be available to be downloaded from the website ahead of the conference call.

The call details are:

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