Signet Announces Quarterly Cash Dividend

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Hamilton, Bermuda, September 7, 2012 - Signet Jewelers Ltd ("Signet") (NYSE and LSE: SIG), the largest specialty retail jeweler in the US and the UK, today announced that its Board of Directors has approved a quarterly cash dividend of $0.12 per Signet Common Share payable on November 26, 2012 to record holders of Signet Common Shares on October 26, 2012, with an ex-dividend date of October 24, 2012.

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Signet operated 1,845 specialty retail jewelry stores at July 28, 2012, these included 1,323 stores in the US, where its store concepts include "Kay Jewelers", "Jared The Galleria Of Jewelry" and a number of regional names. At the same date, Signet also operated 522 stores in the UK, where its store concepts are "H.Samuel," "Ernest Jones," and "Leslie Davis". Further information on Signet is available at www.signetjewelers.com. See also www.kay.com, www.jared.com, www.hsamuel.co.uk, and www.ernestjones.co.uk.

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