Signet to Webcast IR Day Presentation

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HAMILTON, Bermuda, September 20, 2011 – Signet Jewelers Limited ("Signet") (NYSE and LSE: SIG), the world's largest specialty retail jeweler, today announced that the webcast of the management presentations from its New York Investor Day on October 4, 2011 will be available live on Signet's website, www.signetjewelers.com. A replay and transcript will be available as soon as is practical, and will remain available for at least a year following the event.

For additional information regarding this event please contact signet@icrinc.com.

Signet operated 1,850 specialty retail jewelry stores at July 30, 2011, these included 1,314 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 536 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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