

Responsible Jewellery Council

NEWS RELEASE

Embargoed until 3 May, 2011

RESPONSIBLE JEWELLERY COUNCIL ANNOUNCES SIGNET JEWELERS AS NEW CERTIFIED MEMBER

LONDON – The Responsible Jewellery Council (RJC) today announced that Signet Jewelers Limited—has achieved certification meeting the ethical, human rights, social and environmental standards as established by the RJC's Member Certification System. Signet Jewelers' certification encompasses all of its US and UK operations, which total over 1,800 retail locations. Signet Jewelers joins Cartier as the second of RJC's founding members to be certified.

The successful verification assessment of Signet Jewelers was conducted by *Specialized Technologies Resources – Responsible Sourcing (STR-RS),* one of the independent third party auditing firms accredited to the RJC's Member Certification System.

"Signet's certification across its US and UK retail stores, will send a strong message that responsible business practices are a necessity for today's businesses. RJC warmly congratulates the Signet team on this outstanding effort," says Michael Rae, RJC's Chief Executive Officer.

"Signet has the goal to operate as a profitable and socially responsible specialty retail jeweler. Therefore, a key objective is seeking to uphold our social, ethical and environmental principles and to ensure that these principles are upheld throughout the supply chain. In Signet's view the most efficient and effective way of achieving this commitment is through its membership of the Responsible Jewellery Council (RJC) and compliance with its principles and Code of Practices. Signet intends to do what it can within its sphere of influence to promote and bring greater awareness of the RJC to the industry," says Mike Barnes, CEO, Signet Jewelers.

For further information please contact:

Mila Bonini, Communications Manager, Responsible Jewellery Council Telephone +39 02 48002801, Mobile +39 334 5488723, <u>Mila.bonini@responsiblejewellery.com</u>

About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 290 member companies committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from mine to retail. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum metals jewellery products. The Council has developed the RJC Member Certification System, a certification system – which will apply to all Members' businesses that contribute to the diamond, gold and platinum metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third party auditors to verify their conformance with the RJC's Code of Practices and become certified under the RJC Member Certification System. A full list of its Members can be found on the web at www.responsiblejewellery.com

RJC Certified Members	
Gay Frères	http://www.responsiblejewellery.com/downloads/certification/ Certification_Gay_Freres.pdf
Cartier	http://www.responsiblejewellery.com/downloads/Certification Info_Cartier.pdf
Raymond Bloch SA	http://www.responsiblejewellery.com/members/documents/Ce rtificationInformation-RAYMONDBLOCHSA.pdf
Metalor Technologies SA	http://www.responsiblejewellery.com/members/documents/Ce rtificationInformation-MetalorTechnologiesSA.pdf
Rubel & Ménasché	http://www.responsiblejewellery.com/members/documents/Ce rtificationInformation-RubelandMenasche.pdf
Fred Meyer Jewelers and Littman Jewelers	http://www.responsiblejewellery.com/downloads/Certification Information Fred Meyer.pdf
AV10	http://www.responsiblejewellery.com/downloads/Certification Info_AV10.pdf
Signet Jewelers	http://www.responsiblejewellery.com/downloads/Signet_Jewel ers_Cert_Scope.pdf

About Signet Jewelers Limited

Signet is the world's largest specialty retail jeweler by sales, with stores in the US, UK, Republic of Ireland and Channel Islands. Signet is incorporated in Bermuda. Its corporate website is

www.signetjewelers.com.

Signet's US division operated 1,317 stores in all 50 states at January 29, 2011. Its stores trade nationally in malls and off-mall locations as Kay Jewelers , and regionally under a number of well-established mallbased brands. Destination superstores trade nationwide as Jared The Galleria Of Jewelry. The UK division's stores trade as "H.Samuel," "Ernest Jones," and "Leslie Davis," and are situated in prime 'High Street' locations (main shopping thoroughfares with high pedestrian traffic) or major shopping malls. The UK division operated 540 stores at January 29, 2011, including 14 stores in the Republic of Ireland and three in the Channel Islands.