

TIFFANY & CO.  
NEWS RELEASE

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TIFFANY TO OPEN IN CALGARY, ALBERTA  
Jeweler to Open in City's Premier Retail Centre in Spring 2011

NEW YORK, NY (January 6, 2011)—Tiffany & Co. (NYSE: TIF) today announced plans to open a store in Chinook Centre, located in Calgary, Alberta in spring 2011. The approximately 4,100-square-foot store will occupy a prominent location within the centre's newly expanded wing comprising 180,000 square feet of retail space.

“Our decision to open this beautiful new store is based on the city's enthusiasm for the world's best retail experiences. We are proud and excited that Tiffany's renowned jewelry collections and heritage of superlative quality and service will be part of it,” said Andrea Hopson, vice president of Tiffany & Co. Canada.

“The addition of Tiffany & Co. will continue to enhance the world-class brands available at Chinook.” says Terry Napper, general manager of Chinook Centre. “Our shoppers have long expressed great interest for Tiffany to join Chinook's retail mix and will be thrilled.”

Tiffany's new Chinook Centre store will be the jeweler's fourth company-operated store in Canada.

TIFFANY & CO. operates jewelry and specialty retail stores and manufactures products through its subsidiary corporations. Its principal subsidiary is Tiffany and Company. The Company operates TIFFANY & CO. retail stores and boutiques in the Americas, Asia-Pacific and Europe and engages in direct selling through Internet, catalogue and business gift operations. For additional information, please visit [tiffany.com](http://tiffany.com).

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