

TIFFANY & CO.

NEWS RELEASE

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TIFFANY RENEWS LEASE AT DOWNTOWN CINCINNATI LOCATION

NEW YORK, NY (MONDAY, OCTOBER 10, 2011)—Tiffany & Co. today announced that it has renewed its lease at Fountain Place in downtown Cincinnati, where the jeweler first opened in 1997. Terms of the lease agreement were not disclosed.

Tiffany & Co., which employs 19 in Cincinnati, will maintain its 7,500 square foot retail space.

Susanne Halmi, group director of Tiffany & Co., said, "We are thrilled to be part of the energy and revitalization of downtown Cincinnati. The riverfront development in Ohio and Kentucky; the revival of Fountain Square, the blocks surrounding it and Over the Rhine; and the recent opening of the Great American Tower at Queen City Square all influenced our decision to renew our lease in our current location."

Halmi added, "Our Cincinnati store will always be a true reflection of the Tiffany & Co. brand. There is no better place for Tiffany & Co. to be. During the past 14 years, we have formed deep ties to the city's business and nonprofit communities, and we are very happy to continue as a member of these vibrant groups from our long-established location in downtown Cincinnati."

According to Arn Bortz, partner in Towne Properties, one of the partners in the Cincinnati Development Group which owns Fountain Place: "The decision by Tiffany & Co. to extend their tenancy at Fountain Place represents a huge vote of confidence in the future of our downtown. The Cincinnati Development Group and our leasing agent for this very important project, Mark Fallon of Jeffrey R. Anderson Real Estate, share that confidence and are delighted that Tiffany will continue to be part of the fabric and future of downtown Cincinnati."

Tiffany has partnered with several area arts organizations, including Cincinnati Art Museum, Taft Museum, Cincinnati Ballet and Cincinnati Shakespeare Company in their fundraising efforts. The jeweler has also supported the Urban League, Junior League and Ronald McDonald House and is one of the sponsors of the YWCA's Career Women of Achievement Awards luncheon.

The Cincinnati Tiffany store is located at 505 Vine Street downtown. Store hours are: 10 a.m. until 6 p.m. Monday through Wednesday, 10 a.m. until 8 p.m. Thursday, 10 a.m. until 6 p.m. Friday and Saturday and noon until 5 p.m. Sunday.

About Tiffany & Co.:

Tiffany & Co. operates jewelry stores and manufactures products through its subsidiary corporations. Its principal subsidiary is Tiffany and Company. The Company operates TIFFANY & CO. retail store and boutiques in the Americas, Asia-Pacific, Japan and Europe and engages in direct selling through Internet, catalogue and business gift operations. For additional information, please visit tiffany.com or call the shareholder information line at 800-TIF-0110.

About Cincinnati Development Group (building ownership):

The Cincinnati Development Group is a consortium of four developers assembled in 1996 to develop a site known as "Fountain Square West" which had sat idle for 14 years. The original tenant line up of Tiffany & Co., Brooks Brothers, Palomino, and Macy's remains there today. In the near future, upscale residential, hotel, and/or an office component will hopefully be built on top of the existing structure.

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