

TIFFANY & Co.

NEWS RELEASE

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Tiffany Engagement Ring Sparkles in BRIDE WARS Film

Jeweler Creates Blue Box Moment on Screen and Hosts Gala Premiere

NEW YORK, NY (January 5, 2009) -- In celebration of its star turn in the upcoming comedy BRIDEWARS, Tiffany & Co., hosted, along with Twentieth Century Fox, the movie's premiere that drew 500 VIP guests to New York's AMC Lincoln Square Theatre, which was decked for the occasion with a Tiffany Blue® carpet.

With a history of creating magical moments on film, Tiffany & Co. again sparkles in a love story that is as raucous as it is romantic. In the film (set for release on January 9), the famed Tiffany Blue Box® is the unwitting discovery of Kate Hudson and Anne Hathaway, who appear as best friends and brides-to-be. Box in hand, Hudson's take-charge character orchestrates the eventual engagement scene, complete with fiancé on bended knee and the box's dazzling contents—a five-carat Tiffany Novo diamond engagement ring. After a trip to Tiffany's Fifth Avenue flagship for wedding bands (note the stylish Hudson wears an Elsa Peretti® 18 karat gold Feather necklace throughout the film), the brides' best-laid plans suddenly go awry.

While excitedly planning their dream weddings, a clerical error and subsequent clash in wedding dates pits the two brides against each other in a competition that quickly escalates into all-out war. Mayhem ensues and when the dust settles, the movie's message is clear: Love and friendship endure and a wedding that is graced with the beauty and brilliance of Tiffany diamonds must go on.

Following the premiere, moviegoers, as well as the film's co-stars, attended a celebrity-studded party at the jeweler's flagship store. There they enjoyed an evening wrapped in Tiffany Blue®--martinis to petit fours—amid the jeweler's glamorous engagement rings and jewels for which Tiffany & Co. is renowned.

Tiffany & Co. (NYSE: TIF) 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, catalog and business gift operations. Other operations include consolidated results from ventures operated under trademarks or trade names other than TIFFANY & CO. For additional information, please visit tiffany.com.

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