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Dear Signet Jewelers Customer,

As a valued member of the Signet family of banners (Kay, Zales, Jared, Piercing Pagoda, Peoples, Ernest Jones, H. Samuel, James Allen), I appreciate the trust you place in us and our team to be part of your special moments as you Celebrate Life and Express Love™ with jewelry.

To create the best possible experience for you as you continue to celebrate meaningful moments in the current environment, we are heightening our awareness and practices. I want to personally share with you an update on the important steps we are taking to keep our customers, team members, and communities healthy and safe.

Outstanding store operations is something we are known for, with a highly trained team and agile policies to best serve you. Building on this strength, we immediately augmented our strict health and safety protocols by adding incremental team member training, enhanced cleaning schedules, and additional sanitization of our jewelry, surfaces, touch screens and high touch areas. To be extra safe, we are cleaning surfaces every thirty to sixty minutes. We remain committed to serving you however is best for you during this time. Our stores will remain open except in areas where we are asked to close, and our dedicated team stands ready to effectively serve you in our stores, online through our eCommerce websites, or by phone to either our stores or our central Customer Care team 1-800-527-8029.

Because many of you have strong personal relationships with our team members, I also want to make sure you know we are taking good care of our team during this time. We have provided resources and direction to all team members to follow prevention guidelines offered by the Center for Disease Control (CDC), as prevention is at heart of their guidance. To further reduce the risk of exposure to this virus, we have eliminated all international travel, all unnecessary domestic travel, and all large company gatherings, as well as requiring self-quarantines for anyone who has traveled to the CDC's outlined high-risk countries. As local communities give guidance and announce school and community closings, we are being flexible and focusing on our *People First* core value to guide us as we work together with our team members to find flexible solutions for all involved.

We are operating with vigilance, compassion and care as we manage through this difficult time together. At Signet Jewelers, we want you to know how honored we are to share in your life milestones and celebrations, even, and perhaps most importantly, during difficult times.

Thank you for your continued trust in Signet's family of banners.

All the best,