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**Tiffany to Open Store in Pasadena, California**

NEW YORK--(BUSINESS WIRE)--Dec. 13, 2004--Tiffany & Co. (NYSE: TIF) today announced plans to open a store in Pasadena, California, in fall 2005. The approximately 5,600 gross square foot store will be located at 64 West Colorado Boulevard, the corner of Colorado Boulevard and De Lacey Avenue in Old Pasadena, one of southern California's top retail districts.

The store design complements Old Pasadena's Mission and Spanish style architecture that is reminiscent of the city's historic buildings, and will incorporate Tiffany's famed Atlas clock in a landmark tower that stands at the corner location. Other exterior details include limestone entry arches and ornamental gates and show windows with original metalwork details like those of Tiffany's New York flagship store. The interior features a series of intimate salons with Makore wood panels and stainless steel framed showcases.

The store will offer an array of renowned Tiffany collections, including the jeweler's celebrated engagement diamonds and jewels of ultimate glamour in platinum and eighteen-karat gold settings; rare and lustrous pearls; fashion jewelry and watches, including the classic Tiffany Mark(TM) that underscores Tiffany's reputation as one of the world's premier watchmakers; the signature designs of Elsa Peretti, Paloma Picasso and Jean Schlumberger; and accessories, china and crystal gifts.

"We are pleased to offer Pasadena residents and visitors alike convenient access to Tiffany's great tradition of quality, craftsmanship and superior service," said Beth O. Canavan, executive vice president of Tiffany & Co. "Our prime corner location in the vibrant Old Pasadena area respects the city's architectural heritage and also allows us to build on Tiffany's success in the important Southern California market."

Tiffany & Co. operates jewelry and specialty retail stores and manufactures products through its subsidiary corporations. Its principal subsidiary is Tiffany and Company ("Tiffany"). Founded in 1837, Tiffany now operates more than 150 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. The Company's Specialty Retail operations include consolidated results from retail ventures operated by subsidiaries other than Tiffany under separate trademarks or trade names. Worldwide sales were \$2.0 billion in 2003. For additional information, please visit [www.tiffany.com](http://www.tiffany.com) or call our shareholder information line at 800-TIF-0110.

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