

SIGNET JEWELERS LTD
Form 6-K
August 06, 2009

FORM 6-K

**SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

Special Report of Foreign Issuer

Pursuant to Rule 13a - 16 or 15d - 16 of
The Securities and Exchange Act of 1934

For the date of 6 August 2009

SIGNET JEWELERS LIMITED
(Translation of registrant's name into English)

Clarendon House,
2 Church Street,
Hamilton HM11,
Bermuda
(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to

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Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

**signet REPORTS
SECOND
quarter
SALES**

**HAMILTON, Bermuda,
August
6**

, 2009 -

Signet Jewelers Ltd ("Signet") (NYSE and LSE: SIG), the world's largest specialty retail jeweler, today announced its sales performance for the 13 and 26 weeks ended August 1, 2009.

**13 WEEKS
ENDED
AUGUST
1,**

2009

Same store sales

fell 5.3% in the 13 week period. Total sales were down

7.5% on a reported basis to \$ 710.9 million (13 weeks to August 2, 2008

: \$768.9 million) reflecting an underlying decrease of 3.2% at constant exchange rates (see Note 1). The breakdown of the sales performance was as follows:

Change on Previous Year

	<u>Sales</u>				
	\$	% of	Reported	At Constant	Same
	m	Total		Exchange Rates	Store
					Sales
US	552.5	78	(4.0)	(4.0)	(5.5)
		%	%	%	%
UK	158.4	22	(18.1)	(0.4)	(4.3)
		%	%)	(a)
				%	
GROUP	710.9	100	(7.5)	(3.2)	(5.3)
		%))	%
			%	%	

(a)
Same store sales
:
H.Samuel

(2.5)% and Ernest Jones
(6.2)%.

**26 WEEKS
ENDED
AUGUST
1,
2009**

Same store sales were down by 4.0% in the 26 week period. Total sales were down 7.4% on a reported basis to \$1,473.5 million (26 weeks to August 2, 2008: \$1,591.4 million) reflecting an underlying decrease of 2.2

%
at constant exchange rates (see Note 1).
The average US dollar

exchange rate for
the period was £1/\$1.

54
(26 weeks to August 2, 2008

: £1/\$1.

98).

The breakdown of the sales performance was as follows:

	<u>Sales</u>		<u>Change on Previous Year</u>		
	\$	% of Reported	At Constant Exchange Rates	Same	Store
	m	Total		Sales	Sales
US	1,177.4	80	(2.4)	(2.4)	(4.0)
		%	%	%	%
UK	296.1	20	(23.0)	(1.	
		%	%	0	(4.2)
)	%
				%	(b)
GROUP	1,473.5	100	(7.4)	(2.	(4.0)
		%	%	2	%
)	
				%	

(b)
Same store
sales:
H.Samuel

(2.2)% and Ernest Jones
(6.5)%.

Terry Burman, Chief Executive, commented, "
US same store sales were down 5.5% in the second quarter,
slowing a little from that of
the first quarter after
the
Valentine's Day
period

.
In the
UK
same store sales were down
4.3
%

, in line with the first quarter.

While the outlook on both sides of the Atlantic

remains uncertain,

the Group will continue to seek to capitalize on market share opportunities with a strong focus on customer service and merchandise initiatives."

Enquiries Terry Burman, Chief Executive, Signet Jewelers +1 441 296 5872
Walker Boyd, Finance Director, Signet Jewelers +1 441 296 5872

Michael Henson, Taylor Rafferty +1 212

889

4350

Simon Sporborg +44 (0)20 7404 5959

' Brunswick

Signet operated 1,952

specialty retail jewelry stores at

August

1,

2009

; these included 1,396

stores in the US, where the Group trades as "Kay Jewelers", "Jared The Galleria Of Jewelry" and under a number of regional names. At that date Signet operated

556

stores in the

UK

, where the Group trades as "H.Samuel", "Ernest Jones" and "Leslie Davis". Further information on Signet is available at

www.signet

jewelers

.com.

See also

www.kay.com

*,
www.jared.com*

*,
www.hsamuel.co.uk*

and
www.ernestjones.co.uk

Investor Relations
Program Details

Second Quarter Results

The results for the 13 and 26 week periods to August 1, 2009 are expected to be announced at 7.30 a.m. (EDT) on Wednesday, September 9, 2009. On that day there will be a conference call chaired by Terry Burman at 8.30 a.m. (EDT) (1.30 p.m. BST and 5.30 a.m. Pacific Time) and a simultaneous audio webcast and slide presentation available at www.signetjewelers.com. The slides will be available to be downloaded from the website ahead of the call.

The call details are:

US dial-in: +1 718 354 1385
US 48hr replay: +1 718 354 1112 Access code: 5322040#

European dial-in: +44 (0)20 7806 1953
European dial-in: +44 (0)20 7806 1970 Access code: 5322040#

48hr replay
:

Goldman Sachs 16th Annual Global Retailing Conference in

New York

Signet will be presenting at the Goldman Sachs 16th

Annual Global Retailing Conference taking place in New York

on Thursday, September 10, 2009. The presentation, which will also be webcast on www.signetjewelers.com, will be given by Terry Burman, Chief Executive. Terry Burman and Walker Boyd, Finance Director, will also be available for one-on-one meetings.

Store Visit

, New York

City/Watchung, NJ

A half day store tour for professional investors will be held in New York City/Watchung, NJ on Tuesday, October 20, 2009. The tour will be hosted by Terry Burman, Chief Executive, Mark Light, Chief Executive of Signet's

US

division and Tim Jackson, Investor Relations Director.

Note

1

- Impact of constant exchange rates

Signet

has historically used constant exchange rates to compare period-to-period changes in certain financial data. This is referred to as 'at constant exchange rates' throughout this release.

Signet

considers this to be a useful measure for analyzing and explaining changes and trends in its

results. The impact of the re-calculation of sales at constant exchange rates, including a reconciliation to GAAP sales, is shown below.

13 weeks ended August 1, 2009	13 weeks ended August 1, 2009	13 weeks ended August 2, 2008	Growth at actual exchange rates	Impact of exchange rate movement	13 weeks ended August 2, 2008	Growth at constant exchange rates (non-GAAP)
	as reported	as reported			at constant exchange rates (non-GAAP)	
	\$ m	\$ m	%	\$ m	\$ m	%
Sales by origin and destination						
US	552.5	575.	(4.0)	-	575.	(4.0)

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		6			6	
UK						
, Channel Islands	158.	193.		(34.		(0.
& Republic of	4	3	(18.1)	2	159.1	4
Ireland))
	710.	768.	(7.	(34.2	734.	(3.
	9	9	5)	7	2
))

26 weeks ended	26 weeks ended	26 weeks ended	Growth at actual	Impact of	26 weeks ended	Growth at constant
August 1, 2009	August 1, 2009	August 2, 2008	exchange rates	exchange rate movement	August 2, 2008	exchange rates
2009	as reported	as reported			at constant exchange rates (non-GAAP)	(non-GAAP)
	\$ m	\$ m	%	\$ m	\$ m	%
Sales by origin and destination						
US	1,177.4	1,206.7	(2.4)	-	1,206.7	(2.4)
UK						
, Channel Islands	296.1	384.7	(23.0)	(85.5)	299.2	(1.0)
& Republic of						
Ireland						
	1,473.5	1,505.9	(2.1)	(85.5)		(2.2)
		91.4	.4))

This release includes statements which are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements, based upon management's beliefs as well as on assumptions made by and data currently available to management, appear in a number of places throughout this release and include statements regarding, among other things, our results of operation, financial condition, liquidity, prospects, growth, strategies and the industry in which

Signet

operates. Our use of the words "expects," "intends," "anticipates," "estimates," "may," "forecast," "objective," "plan" or "target," and other similar expressions are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to a number of risks and uncertainties, including but not limited to general economic conditions, the merchandising, pricing and inventory policies followed by management

, the reputation of the
business

, the level of competition in the jewe

l

ry sector, the price and availability of diamonds, gold and other precious metals, seasonality of the business and
financial market risk.

For a discussion of these and other risks and uncertainties which could cause actual results to differ materially, see
the "Risk Factors" section of the Company's

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eport on Form 20-F filed with the U.S. Securities and Exchange Commission on

April 1

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and other filings made by the Company with the Commission. Actual results may differ materially from those
anticipated in such forward-looking statements even if experience or future changes make it clear that any projected
results expressed or implied therein may not be reali

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ed. The Company undertakes no obligation to update or revise any forward-looking statements to reflect subsequent
events or circumstances.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be
signed on its behalf by the undersigned, thereunto duly authorized.

SIGNET JEWELERS LIMITED

By: /s/ Walker Boyd

Name: Walker Boyd
Title: Group Finance Director

Date: 6 August 2009