

TIFFANY & CO.

Tiffany Opens Boutique in Seoul, Korea

NEW YORK, NY (February 28, 2007) -- Tiffany & Co. (NYSE: TIF) today opened a store in Seoul, Korea. The approximately 1,100 gross-square-foot boutique is located in the Shinsegae department store at 52-5 Chungmooro 1-ga, Jung-gu. With this new boutique, TIFFANY & CO. products are available in 11 authorized retail locations in Korea.

"As Seoul's first department store built in 1930, Shinsegae is an architectural treasure that, along with other buildings in the area, has been designated a historic landmark by the City of Seoul," said Michelle Kim, managing director, Tiffany & Co. Korea. "We are honored to be part of the store's re-opening excitement after a two-year renovation, and further honored to have a presence in this setting of culture and tradition, with its elegant square and beautiful fountain. The design of the TIFFANY & CO. boutique respects this great heritage that provides us with a unique and gracious environment to present our own heritage of quality and craftsmanship for which we are known throughout the world."

The boutique combines architectural details of Tiffany's famous New York flagship store, including Makore wood and stainless steel framed showcases and vitrines. Among the array of TIFFANY & CO. collections offered are the jeweler's celebrated diamonds in platinum and eighteen-karat gold settings; exclusive designer collections of Elsa Peretti, Paloma Picasso, Jean Schlumberger, and world-renowned architect Frank Gehry, Tiffany's newest designer; fine and engagement jewelry; watches; sterling silver jewelry; and a selection of accessories and gifts.

Tiffany & Co. 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. Additional information can be found on Tiffany's web site, www.tiffany.com. TIFFANY & CO. and TIFFANY are exclusive trademarks of Tiffany and Company.

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