



## National TV Series to Feature Dignity Memorial(TM)

March 29, 2002

HOUSTON, March 29 /PRNewswire/ -- Service Corporation International (NYSE: SRV), the world's largest funeral and cemetery company, today announced that its national brand, Dignity Memorial(TM), will be featured on the Emmy award-winning national TV series Today's Health.

The Today's Health segment focuses on the value of prearranging, and includes discussion of the Dignity Memorial funeral, cremation and cemetery provider network and the Dignity Memorial website. In addition, the episode explores the value of exceptional customer service and the methods Dignity Memorial employs to ensure consumer satisfaction.

The episode will air on five different networks, including the Discovery Channel and PAX TV (see Air Dates, below). It can also be viewed via streaming video at [www.dignitymemorial.com](http://www.dignitymemorial.com). Hosted by actor Robert Ulrich, Today's Health is a solution-focused, educational series exploring health issues and medical discoveries.

### Air Dates for Today's Health Episode Featuring Dignity Memorial

#### Air Dates and Times

March 30, 2002

7 a.m. Eastern

#### Network

The Health Network

Medical/health programming.

Reaches 17 million households.

March 31, 2002

6:30 a.m. Eastern/Pacific

Oxygen

Addresses issues of concern to today's women.

Reaches 17 million households.

and

April 5, 2002

5:30 a.m. Eastern/Pacific

April 1, 2002

7 a.m. Eastern/Pacific

Discovery Channel

One of the two largest cable TV networks in the United States and the premier provider of "real world" entertainment.

Reaches 78 million households.

April 2, 2002

7:30 a.m. Eastern

Bravo

Film and arts network featuring award-winning, quality programming.

Reaches 44 million households.

and

April 4, 2002

7:30 a.m. Eastern/Pacific

April 3, 2002

6 a.m. Eastern/Pacific

PAX TV

Family-oriented programming on one of the fastest growing broadcast television networks.

Reaches 70 million households.

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SOURCE Service Corporation International

Web site: <http://www.dignitymemorial.com> <http://www.sci-corp.com>

Company News On-Call: <http://www.prnewswire.com/comp/104532.html>

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