



Dignity Memorial(R) Escape School(R) Commemorates Missing Children's Day With Abduction-Prevention Tips

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HOUSTON, May 23 /PRNewswire-FirstCall/ -- In recognition of National Missing Children's Day Sunday, May 25, Dignity Memorial(R) Escape School(R) offers child safety tips from its national abduction-prevention program. Sponsored by the Dignity Memorial network of funeral, cremation and cemetery providers, which includes affiliates of Service Corporation International (NYSE: SRV), Dignity Memorial Escape School is targeted toward prevention of the 3,000 to 5,000 non-family abductions that occur each year. The program reveals the tricks and ploys commonly used by child abductors, and it demonstrates escape tactics.

Young children should be taught to:

- Never say they are home alone when answering the phone. Teach your child to take a message and say his/her parents will phone back.
- Never answer the door. Whether home alone or with another adult, a young child is no match for someone trying to gain entry into the home or abduct the child from the entryway.
- Never invite anyone into the house without the permission of a parent or other responsible party within the home, like a babysitter.
- Never go into other people's houses without letting parents know where they are.
- Never get into anyone's car without a parent's permission.
- Never take gifts or food from strangers or anyone else without asking a parent first.
- Never play in deserted buildings or isolated areas.
- Move away from a car that pulls up beside them if they do not know the driver. Run in the opposite direction the car is driving. Remember, get away ... right away.
- Say "no" to anyone who wants them to do something you've taught them is wrong. Give your children permission to break the rules if they feel their safety is at risk.
- Tell you, school authorities or a police officer about anyone who threatens them.
- Never keep secrets from you. Teach them to tell you if someone has asked them to keep a secret from you.
- Go to the nearest cashier if lost or separated from you in a store or mall.
- Know how to dial 911 and explain their emergency. If using a pay phone under pursuit or if detained in a stranger's home ... DO NOT HANG UP THE PHONE. Police can use the phone to track the child.
- Never hide from parents in a store.
- Scream and kick if someone grabs them and tries to take them forcefully. Teach them to yell, "Help, this is not my Dad/Mom!"

More than 130,000 children learned ways to avoid or escape abduction during 2002 through Dignity Memorial Escape School, which was presented

more than 1,000 times. Nearly 100,000 parents attended the presentations, which were offered to the public at no charge.

Affiliates of Service Corporation International, the world's largest death care company, are among the members of the Dignity Memorial network, as well as many other independent funeral establishments. As of March 31, 2003, SCI operated 2,266 funeral service locations, 436 cemeteries and 189 crematoria. For more information about Dignity Memorial's community service programs, visit www.dignitymemorial.com.

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