



## More Than 97 Percent Say Expectations Met or Exceeded; Dignity Memorial(R) Begins Fourth Year of Independent Survey

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HOUSTON, May 27 /PRNewswire-FirstCall/ -- Service Corporation International (NYSE: SRV) ... An ongoing, independent survey of Dignity Memorial funeral and cremation services recently entered its fourth year with more than 97 percent of respondents saying their expectations were met or exceeded. The families served by the Dignity Memorial network of funeral and cremation providers also rated them as "excellent" in courtesy and politeness, helpfulness, overall professionalism and having a kind and caring manner. The results were from a continuous customer satisfaction survey that was initially launched in 2000.

Families also determined Dignity Memorial staff to be "excellent" in the areas of dress, attitude and fulfillment of arrangements. In addition, 98.6 percent indicated a willingness to recommend Dignity Memorial services to friends or relatives.

Minnesota-based Data Recognition Corp. administers the survey, which is mailed to families three to four weeks after services have been conducted. Throughout its three-year history, the survey has generated an extremely high response rate of more than 40 percent from families assisted by Dignity Memorial funeral and cremation service providers.

The survey asks families to measure the service they received in all areas, including "arranging the funeral/cremation," "prior to the funeral/cremation," "on the day of the ceremony," and "after the ceremony." Families are also invited to make written comments or suggestions about Dignity Memorial services. Though the majority of comments are complimentary, staff members immediately address those reflecting concern or dissatisfaction.

The Dignity Memorial network of funeral, cremation and cemetery providers includes affiliates of Service Corporation International (NYSE: SRV), as well as many other independent funeral establishments. For more information about Dignity Memorial, visit [www.DignityMemorial.com](http://www.DignityMemorial.com).

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