



Do Not Call List - Dignity Memorial(R) Network Listens to 50 Million Americans

September 26, 2003

HOUSTON, Sept. 26 /PRNewswire-FirstCall/ -- Before the controversy of the national "Do Not Call" list became the subject of legal action and numerous news reports, Service Corporation International (NYSE: SRV) (SCI), provider of funeral, cremation, and cemetery services under the Dignity Memorial brand name, had already significantly reduced its telemarketing efforts. For years, telephone contacts had been employed as one means of identifying consumers interested in prearranging their funeral or cemetery services. In 2002, SCI businesses changed their sales approach to work more closely with customers in ways that are more favorable to them.

Today, SCI expands its prearranged funeral and cemetery sales through the relationships it builds with the families it serves. These relationships may stem from previous prearrangement sales or develop through services performed by the company at their time of need. Once families experience the services the company offers, they often opt to arrange their own funerals, cremations, or burials in advance. By doing so, they are able to make their own selections from service and merchandise availabilities, lock in today's prices, and protect their families from making decisions during a difficult time in the future. According to SCI President and Chief Operating Officer Tom Ryan, the new marketing approach is showing signs of success. "We realize that there is a better way to accomplish our sales goals," he said. "The relationships we form by approaching sales in a relationship-building manner are more likely to be strong and long-lasting."

As of June 2003, SCI operated more than 1700 funeral homes, crematories, and cemeteries in the United States and Canada, as well as operations in France and South America. Most domestic locations provide funeral, cremation, and cemetery services under the Dignity Memorial(R) brand name.

Contact: Greg Bolton
(713) 525-5235

Terry Hemeyer
(713) 525-5497

SOURCE Service Corporation International