



SCI Adds Phil Jacobs to Senior Management Team

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20-Year Marketing Veteran Will Focus on Cohesive Marketing Program

HOUSTON, Jan 15, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Service Corporation International (NYSE: SCI) today announced the appointment of Philip Jacobs as senior vice president/chief marketing officer (CMO). This newly established position aligns with the company's effort to enhance its brand identity and the recently completed merger of the Alderwoods Group. In his leadership role, Jacobs will oversee advertising and marketing development activities for SCI's network of more than 2,000 funeral homes and cemeteries.

Jacobs will lead all of SCI's marketing efforts in relation to four key areas of the business.

- **Segmentation:** Ensuring the products and services at all local locations are specifically designed and properly communicated for the needs of that community.
- **Pre-Need:** Allowing consumers to make their own arrangements ahead of time, easing the stress from family members, and making sure their exact wishes are being met.
- **Customer Satisfaction:** Providing consistently exceptional customer service to all families in need at their most difficult time.
- **Messaging:** Creating a consistent brand image for SCI and its locations throughout North America.

With more than 20 years of experience in retailing and marketing communications, Jacobs has held management positions at several leading advertising agencies, including DDB Worldwide/TracyLocke and Publicis, and most recently served as executive vice president and CMO of CompUSA, Inc., a leading retailer and reseller of technology products and services.

"Phil Jacobs adds a key component to the SCI executive leadership team at a pivotal point in our company's history," said Mike Webb, SCI's executive vice president and COO. "We are committed to our future growth, in part through a cohesive marketing program under Phil's leadership. Phil will work to bring our messages of exceptional value and higher standards to the growing number of families needing funeral, cremation and cemetery services. He will help us capitalize on our efforts to provide consistent quality and satisfaction to the families we are privileged to serve." Jacobs added, "SCI has the premier brand names in the top North American cities and a tremendous opportunity to promote and market through our scale and unequalled industry position. I will focus my attention immediately on educating consumers regarding their benefits in the pre-need area, building strategic partnerships and leveraging the strengths of our company to best satisfy our customers."

About Service Corporation International

Service Corporation International, headquartered in Houston, Texas, is North America's leading provider of death care products and services. At December 31, 2006, SCI owned and operated more than 2,000 funeral homes and cemeteries in 46 states, eight Canadian provinces, the District of Columbia and Puerto Rico. Through its businesses, Service Corporation International markets the Dignity Memorial(R) brand, which offers assurance of quality, value, caring service and exceptional customer satisfaction. For more information about SCI, please visit <http://www.sci-corp.com> . For more information about Dignity Memorial, please visit <http://www.dignitymemorial.com> .

MEDIA CONTACT:

Greg Bolton
(713) 525-5235
Greg.Bolton@sci-us.com

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