



## Dignity Memorial(R) Extends Network by Nearly 600 Locations

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Former Alderwoods Firms now Offering Enhanced Services

HOUSTON, July 17 /PRNewswire-FirstCall/ -- Dignity Memorial, the first transcontinental funeral service brand in North America, announced today that it has expanded its network by nearly 600 funeral homes and cemeteries. These additions are part of Service Corporation International's (NYSE: SCI) acquisition of Alderwoods Group, Inc. on November 28, 2006. Although the Alderwoods firms have operated continuously since joining SCI, their addition to the Dignity Memorial network comes after comprehensive training in the procedures and customer benefits that characterize the quality of the Dignity Memorial brand.

Commenting on the network's expansion, Tom Ryan, president and chief executive officer, said, "The integration of Alderwoods businesses into the SCI family has been an exciting and rewarding process. We've spent a great deal of time familiarizing our new colleagues with the standards and features that have made our Dignity Memorial brand so well accepted by the public. Now, we're pleased that they can offer Dignity Memorial value-added benefits to the families we are privileged to serve. I congratulate these new network members on their hard work in preparing for this day."

These firms now offer enhanced benefits that include:

- Professional assistance locating and booking the best available rates on airline, hotel and rental car reservations for those who must travel to attend memorial services.
- A 100 percent Service Guarantee to assure the highest quality care.
- Transferability of prearranged funeral contracts to sister firms in the U.S. and Canada in the event of relocation.
- Access to Dignity Memorial's grief management library of brochures, videotapes and booklets offering helpful advice to families coping with the loss of a loved one.
- The signed pledge of all employees to provide service beyond expectation.

As of March 31, 2007, SCI's affiliates operated more than 1,800 funeral homes and cemeteries in 45 states, eight Canadian provinces, the District of Columbia and Puerto Rico. These additions allow the company to continue strengthening the identity of its Dignity Memorial brand. "Dignity Memorial's name and reputation were already synonymous with excellence. Expansion of the Dignity Memorial brand and benefits to families served by these newly acquired firms is a milestone occasion," said Phil Jacobs, chief marketing officer.

About Dignity Memorial

Dignity Memorial is the first coast-to-coast funeral service brand in North America. It is marketed through Service Corporation International, headquartered in Houston, Texas, and is North America's leading provider of funeral, cremation and cemetery products and services. The Dignity Memorial brand offers assurance of quality, value, caring service and exceptional customer service.

More information about Dignity Memorial products and services, as well as a Dignity Memorial locator, can be found at <http://www.DignityMemorial.com>.

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

<http://www.DignityMemorial.com> /

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