



Service Corporation
International

Service Corporation International Location Honored With Grand Prize International Cemetery, Cremation and Funeral Association Award

Striffler-Hamby at Park Hill Cemetery in Columbus, GA Recognized for Most Personalized Service or Memorial

HOUSTON, March 08, 2016 (GLOBE NEWSWIRE) -- Service Corporation International (NYSE:SCI), and its brand Dignity Memorial, announced today that Striffler-Hamby at Park Hill Cemetery in Columbus, GA, has been awarded the 2015 International Cemetery, Cremation and Funeral Association (ICCFA) Keeping It Personal (KIP) award. The funeral home received first place and grand prize honors for *'Most Personalized Service or Memorial.'*

The ICCFA created the annual KIP awards program to recognize the best in personalization in the cemetery and funeral service profession. Each year, the program honors recipients in five categories: Most Personalized Service or Memorial; Best Practice/Personal Touch; Innovative Personalized Product; Events and Most Personalized Pet Service/Memorial.



The ICCFA's 2015 KIP Awards contest attracted entries from the United States and Canada. Communications and marketing professionals from outside the cemetery and funeral service profession performed the judging.

Striffler-Hamby at Park Hill Cemetery created a unique memorial when a young man was tragically killed in a car wreck. The funeral home created the display to showcase his love for fishing during the visitation. The memorial featured his favorite fishing rods, hats and a tackle box set around an old fishing boat. Extra details included a tub of Mountain Dew, a favorite drink, and personal skateboarding photos capturing his love of the sport.

"It's an honor that the management and staff of Striffler-Hamby at Park Hill have been awarded with first place and grand prize by ICCFA for Most Personalized Service or Memorial," said Michael Webb, president and chief operating officer at SCI. "The 24,000 associates of the Dignity Memorial network strive to create meaningful tributes that allow family and friends to honor, recognize and celebrate the life of their loved one. It is gratifying when their exemplary service to our families is recognized."

All KIP Award recipients will be recognized at the ICCFA 2016 Annual Convention & Exposition, April 13-16 at the Morial Convention Center in New Orleans, Louisiana, and in *ICCFA Magazine*.

About Service Corporation International

Service Corporation International (NYSE:SCI), headquartered in Houston, Texas, is North America's leading provider of deathcare products and services. At December 31, 2015, we operated 1,536 funeral service locations and 469 cemeteries (including 262 combination locations), which are geographically diversified across 45 states, 8 Canadian provinces, the District of Columbia, and Puerto Rico. Through its businesses, SCI markets the Dignity Memorial® brand which offers assurance of quality, value, caring service and exceptional customer satisfaction. For more information about Service Corporation International, please visit www.sci-corp.com. For more information about Dignity Memorial, please visit www.dignitymemorial.com. As used herein, "SCI" or the "Company" refers to Service Corporation International and all of its affiliated companies.

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