

EverestSM Advocates for Consumers By Blazing Another Trail in Dying Industry

*On-demand solution addresses consumer niche
to prepare for life's certain outcome*

HOUSTON, April 10, 2006 – EverestSM, the first nationwide funeral concierge service, today announced the launch of Everest's Services, a revolutionary consumer solution to prepare for life's one certain outcome. Available for as low as \$10.75 a month or a one-time fee of \$995, this new service introduction comes in response to a void in the consumer marketplace. The launch of Everest's Services follows the company's initial U.S. service introduction in August 2005 — Everest's Services + Insurance, which also offers a value-added whole life insurance benefit through a Fidelity Security Life Insurance (FSL) policy.

Everest returns decision making to the hands of a take-charge society by arming consumers with a fluid, proactive opportunity to handle the funeral arranging process anonymously and proactively in the privacy of their homes. Everest's Services can be used at any funeral home in the United States and Canada, and consumers have unlimited flexibility to change their preferences outlined in a customized "My Wishes" plan. The company's unbiased advisors act as a single point of contact to provide around-the-clock expert counsel about the extensive range of options available in the marketplace and empower them to make the most informed decisions about funeral-related issues.

"Everest's Services is a must-have for today's value-focused, take-charge consumers, ensuring flexible, documented control of an otherwise unpredictable and unnecessarily expensive event," said Mark Duffey, Everest's chairman and CEO, and the former president of the nation's fourth largest publicly traded funeral and cemetery services company. "Baby Boomers in particular — the oldest of whom are turning 60 this year — are increasingly demanding affordable solutions that help them make smart choices in later life and take control of the seemingly uncontrollable."

Wishes are stored in Everest's secure data vault until the time of need, when Everest then serves as an on-demand liaison between the family, funeral home, and other service providers. Upon death, the Everest member's wishes are put into action through a simple five-step process:

1. A family member or loved one calls Everest's toll-free number to work directly with a concierge, available around the clock every day of the year.
2. The "My Wishes" plan is retrieved from the secure data vault and reviewed with the family. If the member purchased Everest's Services but did not create a plan, Everest walks the family through the process, and a knowledgeable advisor provides all the information needed for the family to make informed, timely decisions.
3. Everest uses the "My Wishes" plan to gather price comparisons for funeral home and third-party services, then reviews the options with the family.
4. Once final funeral and service decisions are made, Everest negotiates terms and pricing, communicates the "My Wishes" plan to the funeral home, and acts as an advocate to ensure that wishes are met, understood, and respected.
5. Everest assists with other funeral service options such as cemetery or monument choices, if needed, and provides after-services support.

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Everest's innovations in an industry that hasn't changed in more than 100 years have shaken the formerly steady ground of the funeral industry. Tagged a "disruptive innovation that is touching a cultural chord" by Joseph Coughlin, Ph.D., director of the AgeLab at the Massachusetts Institute of Technology, "Everest aggregates the decision making and gives people a sense of empowerment."

Pre-launch homework proves that Everest is on a necessary track. According to an independent consumer survey conducted by Gelb Consulting and fielded by Greenfield Online, aging baby boomers (55+) do not perceive traditional funeral home services as a good value (59%), nor do they trust a funeral home not to take advantage of people during their time of need (57%). Almost two-thirds of those surveyed agreed it was important for an alternative service to be provided independently and not through traditional funeral homes.

"Boomers have been the quintessential consumers from day one, so it's more important than ever, in their last act as consumers, that they feel savvy, smart, and satisfied that they've received something uniquely tailored to their desires," said Corinne Asturias, senior director and consumer strategist for Iconoculture, a strategic consumer advisory services company.

Consumer interests remain paramount each step of the way, and Everest works for individuals, not funeral homes. "As a consumer advocate in the death care arena, Everest does not sell funeral goods or services, nor does it receive third-party commissions," added Duffey.

"Everest's Services fills yet another void in the consumer marketplace," added Duffey. "Ours is a revolutionary company that embraces outside-the-box thinking as a consumer advocate, and Everest is staged to blaze more trails as we continue to place control in the hands of the consumers for whom we advocate." Everest's Services is consumer-friendly and easy to purchase through the company's toll-free number at 1.866.685.4878 or on-line at www.everestfuneral.com.

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** Stevens/FKM Public Relations in May 2005 commissioned Gelb Consulting for an online survey on Everest's behalf. The Greensfield Online consumer online omnibus survey was conducted on May 23, 2005, and used a sample of 1,082 18+ year-old members representative of an internet-using U.S. population. Margins of error at 95% confidence level for the entire sample is +/- 3 percentage points. As such, in repeated samples of equal size, the true population measure will fall within these margins of error in 95 of 100 samples.*

**For more information, call
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