

This sample script was for a DVD produced for a National Funeral Directors Ass'n (NFDA) Convention.

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Celebrate Life. It's a simple idea, and one that can provide such solace for a grieving family. Since 2000, BerylMartin has recognized the value of this celebration, and has created a process by which to create personalized tributes that tell the story of a life through pictures and words, honoring the dead and comforting the bereaved.

With professional graphic designers, state of the art technology and innovative production techniques, BerylMartin has become an industry leader, setting the benchmark for personalized products provided to families at funeral services. Funeral homes, by partnering with BerylMartin, have been using these cutting edge products to gain a competitive advantage in the marketplace.

As a funeral director, when you're called upon to prepare a tribute for a family, you now have a choice. You can incur the costs of office supplies and printing materials, and the labor involved with design and production, or, you can place a single call to BerylMartin customer service. BerylMartin not only removes your stress and reduces your workload, but we take responsibility for a next-day delivery with a guarantee.

You see, the value in a BerylMartin tribute is more than just a moving product that tells the story of a life. The value to **you**, the funeral director, is a custom-made product that can help you lead families through the grieving and healing process, and yet produced without taking your time away from these real duties.

BerylMartin is in tune with the ever-changing landscape of the funeral industry. We know that funeral directors must adjust their products and services to meet the wants and needs of today's consumer. With that in mind, BerylMartin has created a wide variety of products that can be mixed and matched to meet these needs.

We also know that the bottom line is important to any successful funeral home. For that reason, we have a Partner Program, providing discount-pricing and additional benefits to increase the value you get with our services. We stand with you to help you exceed your customers' expectations because we know that that is the key to opening new opportunities and markets.

When you make a commitment to use BerylMartin products we know you'll see change. Change for the better. Change in how you spend your time, change in the quality of the products you provide, change in the satisfaction of the families you serve, and change in your bottom line that shows an increase in sales.

In 2000, BerylMartin began with a simple concept of one tribute product in one design. In four years we have created a product line that offers 13 products in 41 design

selections. We have changed the funeral industry from focusing on death and grieving to an industry that now celebrates life.

Celebrate life. It's really such a simple idea...