



CASKET DIVISION

**Matthews Casket Division
Two NorthShore Center, Suite 100
Pittsburgh, PA 15212
800.223.4964**

FOR IMMEDIATE RELEASE

For More Information, Contact:
Scott McSparran, Marketing Manager
412.995.1623 or smcsparran@matw.com

Matthews Casket Division Introduces Natural Choice™ Collection of Earth-Friendly Caskets

Pittsburgh, Pennsylvania, March 1, 2009 - Matthews Casket Division is pleased to introduce the Natural Choice™ Collection, an earth-friendly line of caskets for the environmentally conscious consumer.

Inspired by the natural splendor of the Appalachian Trail, the Natural Choice Collection features six caskets of varying price points, hand-crafted by the artisans at the Matthews hardwood plant in York, Pennsylvania. Each casket is built of a renewable Northeastern wood species and contains no metal parts. Only organic polymer matrix fasteners and glues are used in construction, as well as biodegradable finishes free of formaldehyde and hazardous metals. In addition, the Natural Choice collection has earned the seal of approval from the Green Burial Council,™ an organization dedicated to making burial sustainable for the planet, meaningful for families, and economically viable for the provider.

Thomas Pontone, Matthews Casket Division Senior Vice President stated, "More than ever before, people are concerned with reducing their impact on the environment after their death. The Natural Choice Collection is an excellent choice for those wanting a traditional-style burial in a green cemetery." Mr. Pontone further commented, "We're pleased to have earned the approval of the Green Burial Council, which is the assurance of harmony between one's final resting place and the natural environment."

Joe Sehee, executive director of the Green Burial Council, added, "Matthews is to be commended for becoming the first major casket company to develop a product line for the growing number of Americans seeking more eco-friendly end-of-life rituals. We hope others will follow their lead."

For over a century and a half, Matthews International has been a leader in memorialization products and funeral industry services. The Matthews Casket Division, comprised of the brands York Casket and Milso, specializes in world-class casket manufacturing and distribution, YMS® casket selection room retailing systems and FRC® funeral service merchandise, plus the cutting-edge Matthews IMS™ Integrated Management System. For more information, call 800.223.4964 or visit the Matthews website at www.matw.com.

###

