

News Release Details

Baby Boomers Prefer Matthews' Lasting Memories Memorials

For Immediate Release Contact: December 1, 2005 Corinne Laboon
800/628-8439 ext. 5630 laboon@matw.com Baby Boomers Prefer
Matthews' Lasting Memories™ Memorials Baby Boomers prefer
Matthews' Lasting Memories™ memorials. That's the findings from
consumer research conducted for Matthews by Campos Market Research,
the same independent company that conducted consumer research prior
to the introduction of Matthews' IMPact™ merchandising system. More
than half of all consumers who were shown the products and asked about
their preferences indicated that they preferred the Lasting Memories™
memorials over traditional memorials. Of the respondents who preferred
the Lasting Memories™ memorials, 67% were Baby Boomers (people ages
31-59). "Lasting Memories™ memorials are art. You are commissioning
art for a loved one," remarked one of the participants. "I wish I had a
choice when my mother and father passed away to have something like
that," said another participant referring to the Lasting Memories™
memorials. "The Lasting Memories™ memorials evoke emotion. It means
more when you look at the photos," she added. Lasting Memories™ is an
line of cast bronze memorials manufactured using an innovative process
perfected by Matthews that combines the art of casting with the use of
photography to reproduce finely-detailed images on cast bronze
memorials. Each Lasting Memories™ memorial is a one-of-a-kind, highly-
detailed work of art. There are three Lasting Memories™ product lines:
The highly personalized, custom Montage memorials; Lasting Memories™
Designs for people who want to express their religious devotion or
patriotism without creating a custom product; and Lasting Memories™
Portraits, reproductions of favorite portraits in cast bronze that are
beautiful additions to memorials and crypt/niche fronts. Every Lasting
Memories™ memorials are finished with Matthews' patented Diamond
Shield® Protective Coating to preserve the beauty of the bronze. For more
information, visit Matthews' website at www.matthewsbronze.com or
contact your Matthews Customer Service Representative in the United
States at 1-888-838-8890 or at 1-800-668-6800 in Canada. ###

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