

# Eternal Image™

## Changing the Face of the Funeral Industry

Eternal Image is changing one of the world's oldest industries – the funeral business - using a truly modern tool: brand licensing. It is a match, pardon the pun, made in heaven.

In 2002, Clint Mytych challenged himself to find an industry where brand licensing had yet to have an impact, and he came upon the funeral business – an industry virtually unchanged for decades. Eternal Image was born.

Next, the company set out to demonstrate to licensors that highly personalized funerals were gaining popularity. Baby boomers, used to expressing themselves throughout their lives, are cresting the wave to retirement. They are planning their own funerals - and those of their parents - with the passion and creativity they have expressed throughout their life. And they are doing so on their own, without the official license of the entities to which they are devoted.

Almost every company Eternal Image approached immediately grasped the opportunity. The true challenge was in convincing a handful to be the first to have their trademarked logos on urns and caskets.

Beginning with four licenses – The Vatican Library Collection™, Precious Moments™, Major League Baseball™ and the American Kennel Club™ – the company began designing the first urns and caskets for the lines in 2006.

By 2007 the product was shipping and consumers were buying. The first shipments of Major League Baseball™, Vatican Library Collection™ and AKC™ urns (the first products available) sold out. Reporters found the idea intriguing and coverage by the Associated Press, articles in The New York Times, Wall Street Journal and dozens of regional papers, mixed with radio and television coverage (that has included CNBC and CNN) propelled interest in the line.

During 2007, the company added licenses, including STAR TREK™ and the Cat Fanciers' Association™ – and interest continues to grow. Last year at the National Funeral Directors Association Expo, the company debuted its first production caskets as well as designs for the first Star Trek™ products.

In 2008, Eternal Image began designing college branded caskets and urns through an agreement with the Collegiate Licensing Company. This year at NFDA Eternal Image will debut the first college branded caskets along with Major League Baseball™ solid bronze medallion headstone markers and pet memorial garden markers. Funeral directors and distributors will be given the opportunity to order Eternal Image products from the EI booth.

Eternal Image has set its sights high and expects to introduce new licenses, products and line extensions on a regular basis. It is the company's passion to help people express their own passions in life – eternally.



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*Various patents approved and/or pending*



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*Products that reflect a life well lived.*





## Major League Baseball™: A Hit from the Start

Eternal Image built it ... and they keep coming. Baseball fans are passionate people. Even before our first products had arrived, fans were filling waiting lists yearning to express their own or a loved one's fervor for the team and the game.

Their passion knows no geographic boundaries. Our distributors tell us that a fan in Atlanta might order a product representing a team in Detroit; someone in California may order a product highlighting New York. According to our sales chain, the products even attract inquiries from fans overseas.

EI's MLB team-branded urns and caskets are meeting a previously unmet demand – one your customers will appreciate. Eternal Image will soon have all 30 teams represented in both the casket and urn lines. For the availability dates for particular teams, check with Eternal Image.



**NEW!** The newest additions to the MLB product line are solid bronze medallion headstone markers. **All 30 teams are available now!**

**Our Major League Baseball™ caskets** are crafted from the finest materials including steel with genuine wood trim. Each is instantly recognizable for the team after which it is designed. The supple interior fabric features the team logo and colors for the pillow and fabric trim.

*Specifications: A "half-couch" model; 4672 cubic inches. Dimensions: 23.25" H x 83" W x 28" D. Unit weight: approximately 170 pounds; 176 pounds boxed. Design subject to change without notice.*

**NOW ACCEPTING ORDERS FOR CASKETS!**  
CONTACT ETERNAL IMAGE OR YOUR ETERNAL IMAGE DISTRIBUTOR.

Each **Major League Baseball™ urn** is hand-designed using die-cast aluminum with proprietary clear coat finish and sits atop a Home Plate-shaped base outlined in black. Each also features a baseball display dome at the top in which a favorite collectible baseball can be displayed. *(Please note: the urn comes with a baseball, which the purchaser or family can replace with a special ball from their own collection.)*

*Specifications: 275 cubic inches. Dimensions: 12.5" H x 8" W x 9" D. Unit weight: approximately 10 pounds; 12 pounds boxed. Design subject to change without notice.*



**CHECK WITH ETERNAL IMAGE FOR YOUR FAVORITE TEAM!**

Major League Baseball trademarks and copyrights are used with the permission of Major League Baseball Properties, Inc. Eternal Image/MLBP 2008.



## Collegiate Products: School pride that lasts beyond a lifetime

For many people, the collegiate experience forms the foundation of their post-graduate life. Now, dedicated alumni can reaffirm their love of their university at the close of that life with Eternal Image's new Collegiate Line of urns, caskets, headstone/cemetery medallions and vault covers. A portion of all sales from the collegiate line will help support many university initiatives.

Funeral products made available through Eternal Image's agreement with Collegiate Licensing Company bring college and university offerings to students and alumni in a new way. These university-branded funerary products will give alumni a way to show their ultimate passion and dedication for their school.

### FIRST COLLECTION OF SCHOOLS – ORDER NOW!

The first round of licensed schools includes Purdue University, Southern Methodist University, United States Military Academy at West Point, Louisiana State University, Arkansas State University, Texas Tech University, Syracuse University and Northwestern University.



*Specifications: Design subject to change without notice.*



[www.eternalimage.net](http://www.eternalimage.net) / 888-622-7538



# STAR TREK™

## STAR TREK™: The Next Generation

For the millions of fans on our planet and beyond, our line of *STAR TREK*™ urns, caskets, monuments and vaults (coming soon) will be an important discovery indeed. After ten movies and five television series, phrases like “Live long and prosper,” “Resistance is futile” and “Space: the final frontier” have become part of our global vocabulary.

Beginning in 2009, lifelong fans of one of the most recognizable and longest running television series of all times, will be able to select a *STAR TREK*™ casket or urn. Monuments and vaults will debut in 2009. All will be designed with respect and care – and the endorsement of *STAR TREK*™.

### STAR TREK™ CASKETS COMING SOON!

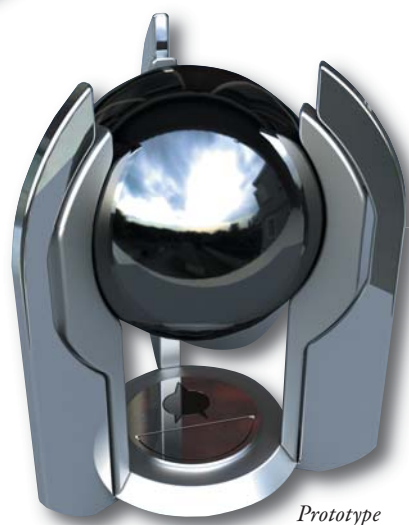
*STAR TREK*™ fans can express their dedication to the franchise with the new *STAR TREK*™ Casket. The casket is crafted from the finest materials and features chrome and metal adornments and clear coat finish for added protection.

*Specifications: available upon request.  
Design subject to change without notice.*



The **STAR TREK™ Urn** from EI features a three-column base of both chrome and brushed metal finish supporting a highly reflective, futuristic urn. The base also features a *STAR TREK*™ logo and space for special engraving. The design is reminiscent of the 24th century styling of the United Federation of Planets and Star Fleet.

*Specifications: 200 cubic inches. Dimensions: 13.125" H x 10.375" W. Unit weight: approximately 7 pounds; 9 pounds boxed. Design subject to change without notice.*



Prototype

**LOOK FOR OUR STAR TREK™ HEADSTONE/CEMETERY MEDALLIONS – AVAILABLE NOW!**

**EI** ETERNAL IMAGE™

## Precious Moments™: An Inspiring Collection

Our first urn for Precious Moments™, “**You Shall Be Clothed In Glory;**” is truly one-of-a-kind. Only a limited number of this beautiful, inspirational model will be crafted and made available each year so inquire with your orders now. This urn includes a hand sculpted figurine of a beautiful Precious Moments™ angel at the crown and a reflective nameplate for personalization.

*Specifications: 200 cubic inches. Dimensions: 13.0" H x 7" Diameter. Unit weight: approximately 6.0 pounds; 8.0 pounds boxed. Design subject to change without notice.*

Eternal Image's line of urns for Precious Moments™ will continue in 2009 with a brand new look in addition to the limited edition model mentioned above. Two new designs will be unveiled: “**In The Arms of Angels**” and “**You Shall Fly With New Wings.**” Available in blue and pink, respectively, the urns are crafted with an almost glowing finish and rest upon a base of heavenly clouds. A floating Precious Moments™ angel adorns the front of the urn as an appliqué, and there is also a nameplate for engraving prominently displayed. Look for these urns to debut in the first half of 2009.

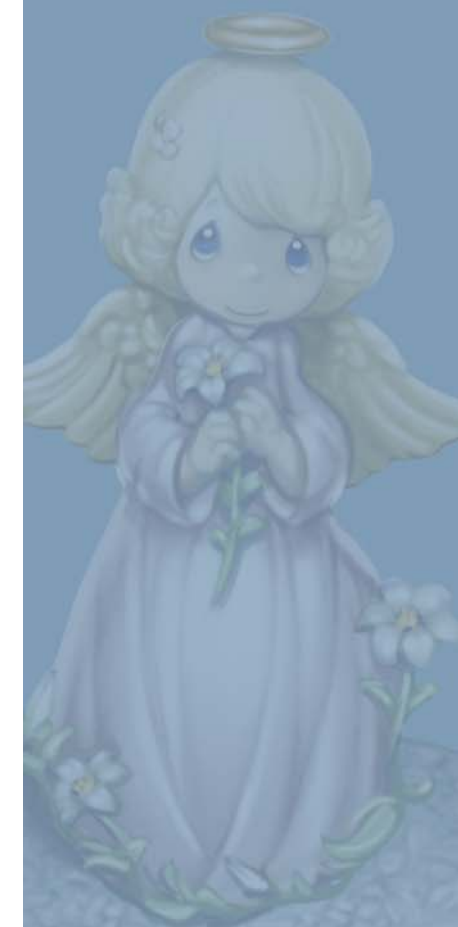


*Specifications: a half-couch design; 4672 cubic inches. Dimensions: 22.5" H x 83" W x 28" D. Unit weight: approximately 160 pounds; 185 pounds boxed. Design subject to change without notice.*



The “**You Shall be Clothed in Glory**” Casket will be available in 2009. The casket is constructed from the finest materials and embellished by the figurine and chrome and metal hardware. It will also feature supple interior fabric and is embossed with classic Precious Moments™ colors and trim. The figurine plaque is mounted on the cover of the casket and may be removed – allowing for a beautiful family keepsake that can be displayed.

PRECIOUS MOMENTS™





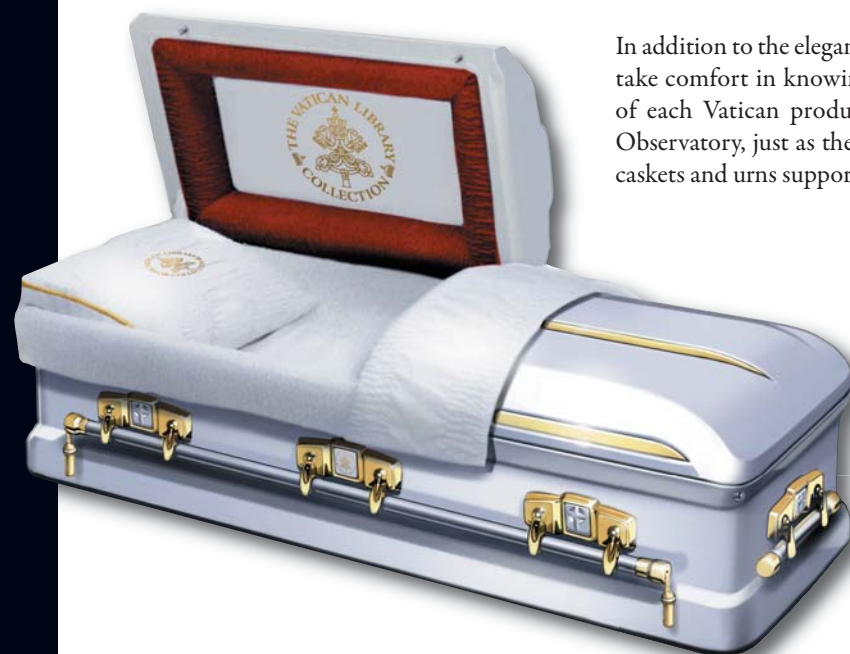


## The Vatican Library Collection™

The Elegant Expression of Love for the Church

**L**'*Italiano Classico* was Eternal Image's very first product – and today it is one of the most recognizable. Because this product was so well received, the Vatican line is expanding to include a new collection focusing on The Vatican Observatory. This collection includes three separate offerings for urns and caskets. These beautiful pieces will be available in 2009 and include the Artisan Collection, the Stellar Collection and the Divinity Collection.

*The Vatican Observatory is one of the oldest astronomical research institutes in the world.  
The nature of the Vatican Observatory is to be a bridge between science and the Catholic Church.*



In addition to the elegant designs, your customers can take comfort in knowing a portion of the proceeds of each Vatican product will support the Vatican Observatory, just as the Vatican Library Collection™ caskets and urns support the Vatican Library in Italy.

*Specifications: upon request.  
Design subject to change without notice.*

*L'Italiano Classico* reflects a life-long passion for Christ and the Church. The design features an elegant weathered bronze metallic finish and classic look of mahogany for a true Old World feel. The top of the urn is adorned with a copper-plated cross and bears the Vatican Library Collection™ seal in Eternal Image Liquid Gold Formula.

Limited quantities are available.

*Specifications: 210 cubic inches. Dimensions: 18.5" H x 12" W x 11" D. Unit weight: approximately 8 pounds; 10 pounds boxed. Design subject to change without notice.*



**EI** ETERNAL  
IMAGE™

## American Kennel Club™

A Place of Honor for a Best Friend

**T**he **American Kennel Club™ Urn** pay tribute to your customer's faithful friends - a lovely remembrance that can be displayed with pride.

### Available Now!

The urn features a burnished copper look with bronze die-cast aluminum. The base has a highly-polished clear coat finish offering the appearance of fine wood. The AKC logo is beautifully embossed on the face of the metal casing. This is truly the finest canine urn available and the only urn licensed by the prestigious 125 year old American Kennel Club™.

For personalization, a photo window has been designed into the top of the urn so that the owner can insert a favorite photo of the pet. On the base are fittings for a metallic nameplate provided with the urn.

*Specifications: 109 cubic inches. Dimensions: 9" H x 6" W x 8" D. Unit weight: approximately 4.6 pounds; 6 pounds boxed. Design subject to change without notice.*



## Cat Fanciers' Association™

A Tribute to your Beloved Feline

The **Cat Fanciers' Association™ Urn** honors the special friendship a cat has with its owner.

### COMING IN EARLY 2009!

The urn features an elegant Egyptian-style art deco design with two feline figurines appearing to hold the urn in an upright position. The sculpture is inspired by the reverence the ancient Egyptians had for their cats, many of whom were entombed with royalty in pyramids.

Personalization is made easy. Owners can have a cat's name engraved on a plaque attached to the urn. In addition, a picture of the pet can be placed on the front of the urn in a photo frame. The face of the urn also features the CFA logo in distinctive black and white lettering.

*Specifications: 65 cubic inches. Dimensions: 8" H x 7.375" W x 4.625" D. Unit weight: approximately 3.5 pounds; 6 pounds boxed. Design subject to change without notice.*



### New to AKC and CFA... Memorial Garden Markers – Order now!

Eternal Image now offers pet owners a beautiful marker to place in their garden to commemorate the final resting place of their beloved pet. These 9" diameter garden markers, weighing in at a solid three pounds are designed to designate a place close to home for pet owners to memorialize past and recently deceased pets.

The AKC and CFA logos are displayed on the front of the markers with a place for the pet owner to engrave the cat or dog's name.

*(Please note: In the event you or your client are unable to facilitate the engraving, Eternal Image can assist for a nominal fee. Please see the reply card enclosed with the urn for the details. All products featured on this page are for pets only.)*

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