

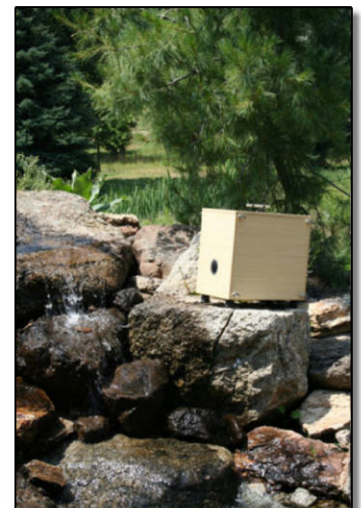
Harmony is excited to partner with Release Urns as a main distribution arm for their product. The first production run of Release Urns will be available for purchase in the second quarter of 2009. Pre-order now to ensure your urn in the first production run and get a head start on your competition.

Why have a Release Urn?

Release Urns was designed with the funeral home director in mind. Having a Release Urn in your Funeral Home is paramount. With today's ever changing trend toward cremation, it is increasingly more important for you to have access to revenue producing tools which you can package with the cremation service. For your clientele who wish to release their loved ones ashes, the Release Urn is essential. Recommending the use of your Release Urn will make the dispersal of their loved ones ashes a reverent and awe inspiring event.

Putting the Release Urn to work for you

Choose and purchase the Release Urns that you think will work best in your market. Display the Release Urns in your showroom. Set the package price for the use of one or more urns with the cremation service. Load and seal the ashes in the Release Urn. Your client picks up the loaded Release Urn, disperses the ashes at the location of their choice, and returns the Release Urn to you ready to be used again and again. With our five styles to choose from, we are sure to meet the needs of your funeral home and your clients.



How The Release Urn Works For You

Below are three ways to use the Release Urn in your operation:

- 1) Offer a service with the Release Urn for those who have chosen cremation.
 - Both new and previous customers who have chosen cremation are potential customers.
 - Fill the Urn with the ashes, meet the client at the release location and have a service. (food etc.)
 - Play music during the 2 - 3min. release, offer limo services, bring seating, make it a celebration of life.
- 2) Rent the Release Urn (recommended \$300 - \$500 per usage plus any additional services)
 - Both new and previous customers who have chosen cremation are potential customers.
 - You fill the Urn with the ashes, the customer picks it up then releases the ashes wherever they wish at their own pace and returns the empty urn when complete.
- 3) Sell the Release Urn to your customers with full instructions
 - Some families will see great use of the Release Urn as a product that can be used over and over again from generation to generation. The Urn will become a sacred family possession. We can customize the urn with family members names with small satin gold tags which have the name and dates of the family attached to the Urn so they can be remembered forever.



Sample custom name bar for the Release Urn



Benefits Of The Release Urn

- With today's growing trend toward cremation, Release Urns give you a new and unique option in services.
- We will begin by offering five styles (royal blue, pearl white, cherry, oak and custom) to best suit your customer.
- By selecting two Release Urns you can offer choices for male and female customers and also have an additional unit on hand if one is in use.
- It's an excellent opportunity for the Funeral homes to bring in more revenue through rental of the Release Urn.
- The Release Urn will make the spreading of a loved ones ashes a smooth and memorable event.
- For a family who is not certain where to spread their loved ones ashes, with the Release Urn, they can choose to spread the ashes in multiple locations.
- The Release Urn is very low maintenance. It is ready for use when the family returns it back to you.
- If you as the funeral director are storing ashes for the family you can contact the family and offer a memorial service with the Release Urn