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FOR IMMEDIATE RELEASE

## The New Meadow Hill

**Lake Barrington, IL (June 2, 2015) - Meadow Hill Corporation**, the leader in fingerprint keepsake jewelry within funeral service, has been acquired by Dougherty Enterprises, the Midwest's premier custom jewelry caster. The Dougherty purchase of Meadow Hill consummates what has been a long relationship between the two firms; Dougherty has produced Meadow Hill's keepsakes since 2003.

Dougherty Enterprises will leverage Meadow Hill's strong brand recognition with its Thumbies<sup>®</sup> Fingerprint Keepsakes and companion Buddies<sup>®</sup> pet line to broaden its market share in custom keepsakes. "As the integration of the companies takes place, customers will receive the same high quality products and services they have come to expect," says Dougherty President & CFO, Keith Heaverlo. "But then hang on as we launch updates of our classic designs and develop whole new product categories for Meadow Hill. Our goal is to enhance the offering of memorial keepsakes for families served by funeral service providers throughout the United States and Canada."

Another goal of the new Meadow Hill is reduced turnaround times. Says Heaverlo: "Our objective is to shorten the manufacturing time for our cast pieces. But, we will never sacrifice quality for the sake of time. Quality is what makes Meadow Hill more than a jewelry company. It's what makes our Thumbies *keepsakes*." Additionally, the company plans to increase its sales staff to provide better education and skills training on memorial product presentations.

On the tech side, Dougherty Enterprises has committed the resources to further develop the technology and use of fingerprints for identification. Bob Vokoun, Executive Vice President, will spearhead the technology division. "The potential exists to revamp the way identity is tracked for each decedent. The fingerprint is as 'custom' as it gets!" says Vokoun. "We are currently testing a proprietary system that lets funeral directors use fingerprints easily and confidently throughout their process of decedent care—from basic identification to memorial creation."

The company will continue to operate as Meadow Hill, but now as a wholly owned subsidiary of Dougherty Enterprises, Inc., headquartered in Woodstock, Illinois. Its Customer Service phone number remains 877.848.6243.

Meadow Hill looks forward to its future in funeral service. Its new brand promise says a great deal about the company: A LIFETIME OF MEMORIES ARE JUST A TOUCH AWAY. This highly energized company has its sights set on bringing 'good memories' to more and more families across North America. The professionals in funeral service are key to that plan. Watch and see!