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MATTHEWS MEMORIALIZATION LAUNCHES RADIANCE DIAMONDS BY MATTHEWS™

(PITTSBURGH, PA) Matthews Memorialization today announced it has launched Radiance Diamonds by Matthews™, a new line of diamonds created from a loved one's personal carbon. Radiance Diamonds™ enable spouses, children, and other family members to own a one-of-a-kind, deeply personal, and eternal treasure of their deceased loved one that they can wear and keep close to their hearts.

Radiance Diamonds are a premium product line offered exclusively via Matthews Aurora Funeral Solutions' and Matthews Cemetery Products' customers. The lab-grown diamonds are created from a loved one's personal carbon, which can include cremated remains, a lock of hair, a piece of beloved clothing or even funeral flowers (also available for pets). Diamonds are available in sizes ranging from .25 carat to two carats or larger, and in radiant colors including blue, amber, yellow, green, and colorless. Fine jewelry settings include rings, earrings, and pendants available in 14K yellow, white, or rose gold.

The Radiance Diamonds™ experience includes a free design consultation during which a Radiance expert works with the family to understand the story of their loved one and create the perfect memorial. Families select the size, shape, and color of diamond, choose a fine jewelry setting, and then work with their chosen Funeral Home or Cemetery to provide their loved one's carbon. The diamonds are delivered approximately 6-9 months later, placed in the selected jewelry setting and ready to wear for years to come.

"We are pleased to launch this premium offering to our Funeral Home and Cemetery customers," said Marty Strohofer, Matthews Aurora's Vice President of Marketing and Product Development. "Families are increasingly choosing keepsakes that are reminders of their loved ones. Radiance Diamonds by Matthews™ are truly one-of-a-kind since they are produced from the personal carbon of your loved one. This is a highly personal memorial that engages the family throughout the creation process."

Matthews' customers may learn more by contacting their Matthews Aurora Funeral Service Consultant or their Matthews Cemetery Products Field Sales Manager.

Matthews Aurora Funeral Solutions is a leading partner to Funeral Homes, providing the highest-quality wood and metal caskets, cremation products, technology solutions, sales expertise, and exceptional customer service. We make The Matthews Aurora Difference for our customers by tailoring solutions to meet your needs, providing analysis and insights that help you grow your business and offering products that help your families move from grieving to remembrance. Learn more about how we can make The Matthews Aurora Difference for your firm by calling 1-800-457-1111 or visit us online at matthewsaurora.com. Matthews Aurora Funeral Solutions is a part of Matthews Memorialization.

Matthews Cemetery Products and Matthews Granite are leading partners to Cemeteries and Monument Companies across the United States, providing the highest quality cast bronze memorials, granite memorials and monuments, community and private mausoleums, cremation gardens, glass front and granite niches, statuary, technology solutions, sales expertise, and outstanding customer service. Learn more by visiting us at matthewscemeteryproducts.com or call us at 1-888-838-8890.

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