

June 9, 2015

Dear Valued Customer:

I am pleased to announce that Aurora has signed a definitive agreement with Matthews International Corporation to combine into one new company: *Matthews Aurora Funeral Solutions*. Aurora has always been committed to helping you serve the families in your community and helping you grow your business. This transaction builds on our commitment by combining the capabilities of Aurora and Matthews to better serve our customers.

Aurora is celebrating our 125th anniversary in 2015 and we are pleased to serve more than five thousand customers annually. Aurora is proud to produce and sell products of the highest-quality and we will continue to do so. Aurora also offers a leading assortment of business-building solutions for funeral homes who are working to grow their businesses in their communities. Aurora's success developing and delivering value adding products like *BeRemembered.com*, *Business Advisor* and *Family Connections Advisor*, have generated considerable loyalty from many important Aurora customers like you.

Matthews places great value on everything Aurora stands for, including, most importantly, Aurora's large customer base and Aurora's dedicated service and support that ensures long-term loyalty from you and our many other customers. Our decision to name our combined company *Matthews Aurora Funeral Solutions* reflects the mutual respect between our organizations and our collective dedication to the future success of all of our customers.

Until we have obtained customary regulatory approvals, Aurora and Matthews will continue to operate as two separate companies. Following regulatory approval, I look forward to working together with the Aurora and Matthews teams to create a stronger partner for the funeral service industry, uniquely positioned to meet your needs and the needs of your families, for many years to come.

Your Aurora sales representatives will be in touch with you to communicate this news in person and answer any questions you may have. In the meantime, please do not hesitate to contact your Aurora sales representative to discuss your ongoing business needs. Our customer service, sales, manufacturing, logistics and headquarters organizations remain intact and focused on meeting and exceeding our customers' expectations for great products and great services.

Thank you for your business and we at Aurora look forward to continuing to serve you as your chosen provider of funeral service products.

Sincerely,

Michael R. Quinn
President & CEO