

LOVE IS FOREVER

Memories

They give life meaning. Even when people die, memories are the permanent gifts they leave.

It's important to make sure their memory lives on. So, we cherish our memories of loved ones, and share them with friends and family.

Yet, the truth is, memories are fragile. In time they fade, details are lost. That's why people collect photographs and family albums, record major life events and save high school yearbooks.

Unfortunately, all of these ways of remembering are temporary. Photographs fade, even film and video tapes begin to decay after only a few decades. Some cemetery monuments last longer, but they do so little to help *preserve the memories* of those they commemorate.

Forever captures cherished photographs, home movies, and other mementos and preserves them as a permanent LifeStory.

Introducing the Forever LifeStory

It's a way to create a permanent archive of memories; an interactive scrapbook of photographs, films, video clips, and your own words. These digital scrapbooks are stored

permanently at a central location and made available worldwide at private Forever Theaters and over the Internet.

There is simply no better gift to give your family, your friends, and future generations.

How does it work?

Forever LifeStories are created by families working with specially trained Forever LifeStory Specialists. Each life story is custom tailored. LifeStories can include photographs, video clips, film clips, audio recordings, letters, certificates, or almost any other memorabilia a family would like to include.

Once all the elements have been selected, they are captured digitally in our studio in Hollywood. Forever LifeStory Specialists then create a special interactive scrapbook which allows users to browse through the images, recordings, and video clips. These digital scrapbooks are permanently stored on the Forever Network.

"A&E® Television Network creates life stories for the famous. Forever makes it our job to create LifeStories for you."

Visitors to the Theaters or Website are able to search for an individual scrapbook by simply entering the name. Once a scrapbook is displayed, visitors have the option of watching a professionally edited film-style LifeStory, or calling up particular images, recordings or video clips in any order they choose.

How can it last forever?

We make it our job to preserve and protect your family's LifeStory with the latest technology available.

Each Forever package includes perpetual care funding to ensure that this archive will be well-maintained for centuries to come.

Our customers

We have created over ten thousand Forever LifeStories for families across the country.

Forever LifeStories are often given as a gift to respected friends and family. It's the best way to let someone know you truly care about their life and their LifeStory.

We create Forever LifeStories for past and present family members. Forever LifeStories are a wonderful way to assure that the memories and LifeStories remain alive forever.

Forever Bellerive
740 North Mason Road
Creve Coeur, MO 63141

Hollywood Forever
6000 Santa Monica Blvd.
Los Angeles, CA 90038

Forever Oak Hill
10405 Big Bend Blvd.
St. Louis, MO 63122

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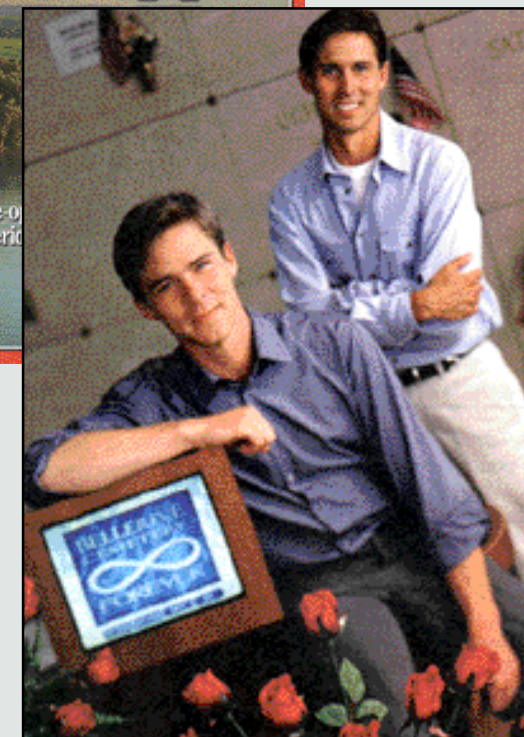
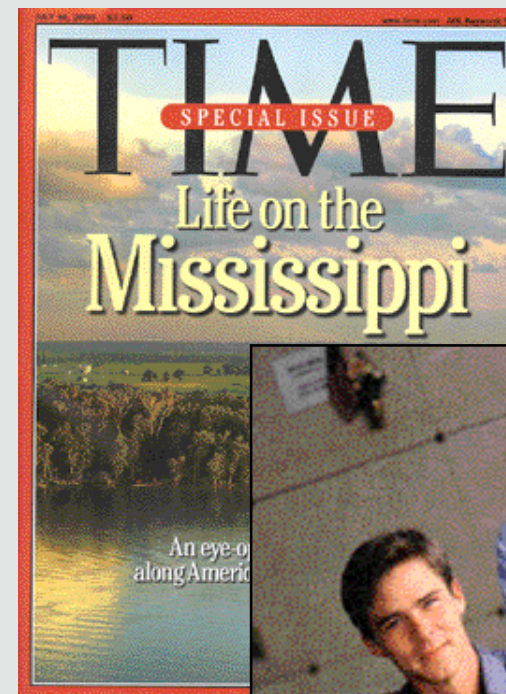
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FOREVER[®]
Library of Lives

This is what happens
when you chase a

DREAM



"Forever is doing well because the Cassity's realized before anyone else in their glacially changing industry that many Americans would love to have their own *A&E Biography*."

"The debate comes down to a central question: What is a cemetery for? Traditionalists think it is a place for rituals of closure, a place we go to for a funeral and return to only on birthdays. The Cassitys allow us to keep our dead loved ones-or ourselves-open to new interpretations and new (if virtual) relationships with great-grandkids they (or we) will never meet."

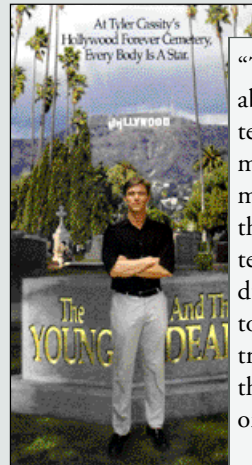
- John Cloud

and not the competition...

Here is what the news media and our families are saying!



This tribute brings my brother back to life in a way a headstone never could.



"The Young and the Dead" is about Hollywood Forever, a cemetery where burial arrangements are made in airy, sleek offices that look more like dot-com headquarters than a funeral parlor. Here a high-tech production crew on staff produces video biographies of customers -- before they die. Those tributes are played at funerals, on the Internet and at the cemetery, on computer monitors.

- *New York Times Review*



"I think cemeteries throughout history are places where people celebrate lives," explains Tyler. "We erect memorials so we can remember those who came before us. In the 20th century, the best way to remember someone is by seeing not their body but their body of work - in photographs, film and video clips, etc."



"Basically what we're trying to do here today is correct a wrong that was made in 1952."

- *Forever CEO Brent Cassity explaining tribute to Hattie McDaniel at Hollywood Forever Cemetery*



Brent touches the screen and the old man disappears, replaced by a list of names: German, Irish, Hispanic...the list seems endless. Brent chooses one at random, lightly touching the black and white snapshot on the left side of the screen.

Suddenly the monitor comes back to life, and another story - another memory - starts to roll.

"If you're famous, you'll have people who will turn your life into a highlight reel," Cassity said. "The rest of us only get a date-of-birth and a date-of-death in the local newspaper, along with a funeral service. But everyone has an interesting story."



Today the cemetery to the stars has been saved. [Hollywood Forever Cemetery] is being saved and it's these two brothers who are re-writing the script. Long involved in the cemetery and funeral business in St. Louis, they see this as their dream project.

They are looking into the future with computer kiosks that will provide visitors with the stories of its inhabitants' lives. It's a historic spot indeed, almost a testament to the legendary city that surrounds it, but it was nearly forgotten. Still, this is a town that loves happy endings.

"You have to love a project to do all this work...and we do."

- *As reported by Leonard Maltin of Entertainment Tonight.*



But for now, even the dead are getting a makeover. The 99-year-old Hollywood Memorial Park has been revived as Hollywood Forever, where, after an ambitious round of repairs, the final resting places of Douglas Fairbanks Sr., Rudolph Valentino and Jayne Mansfield will once again be ready for their close-ups.



Kansas City's historic "society" cemetery has been bought by two St. Louis brothers with an internet address and some high-tech notions about how to remember the dearly departed.



"Instead of grieving...a lot of energy and tears, we look at [the Forever Biography] and laugh and we think of all the fun things, all the things that we know about and want to share with everybody else."

- *Linda Thomas, speaking to News 4 St. Louis' Clair Shipman*



Owners of Hollywood Forever Cemetery offer online memorials to compliment headstones.



While the national average for a funeral without a plot is \$5,200, a cremation at Hollywood Forever can be as little as \$500. That includes photographs online, a chapel service and the remains scattered in the rose garden.



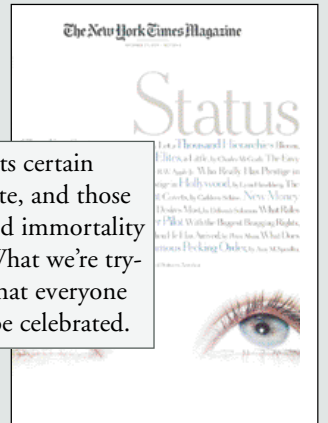
At the forefront of one of the most significant trends today are two brothers, whom inadvertently became the rebels of the death care industry.



The Cassitys intend to preserve the voices, photographs and biographies of people for posthumous display. Family members will be able to call up these life stories at touch-screen consoles inside a mausoleum.



By touching the screen, mourners can view photographs or videos of the dearly departed and listen to their voices as well as testimonials from friends and family members. "My daughter has been introduced to the great-grandmother she never met," says Brent Cassity, the company's chief executive officer.



The culture selects certain people to celebrate, and those people are granted immortality by the culture. What we're trying to do is say that everyone has the right to be celebrated.