



ST. VINCENT DE PAUL CEMETERY NO. 1

commemorating
103 years
of service
1910-2013

REMEMBERING THE PAST, LOOKING TO THE FUTURE



In February of 2004, I was proud to accept the invitation to serve as a member of Stewart Enterprises' Board of Directors. When I became the Company's chief financial officer, executive vice president and Corporate Division president in December of 2004, I saw an opportunity to help the Company continue to grow its already-impressive status as an industry leader. In the last nine years, we accomplished many significant milestones and weathered a few storms, literally.

Like me, all of you who have worked at Stewart Enterprises had your own reason for seeking employment with the Company. Maybe it was a connection to the death care business or you wanted to make a difference in people's lives. The principal reason for most, though, is that you probably needed a job.

Over time, you may have discovered that this was not just a place of employment. It was a place where you created relationships – both personal and professional. You laughed. You cried. You shared personal stories. You made memories that will last for the rest of your life.

While making those memories, you were also contributing to the Company's growth. The accomplishments we've enjoyed for the past

103 years reflect your contributions and those of the thousands of people who came to us. Your dedication enabled us to show compassion for the families we serve first and take care of business second. Everyone did a superb job and I am forever grateful for your support.

The following pages of this keepsake publication chronicle the hard work and relationships that not only set up the Company for success but have forever shaped who you are. Let them always serve as a reminder of the good times that were had, the great knowledge you gained and the even better bonds you made during your time with the Company.

Stewart and Service Corporation International share the same commitment to providing exceptional service to families. It may no longer be the "Stewart Way," but embrace the change and remain diligent in delivering the Best in Class service you've established as your hallmark. Look at this transition as an opportunity to leverage the experience and knowledge you've gained while you were with the Company — no matter where you are or what you are doing.

And remember the underlying purpose in everything you do – *caring for people, making a difference*®.

"You made memories that will last for the rest of your life."

Tom



Editor: Connie P. Ernst

Graphic Design: Max Rivera

Managing Editors: Denise B. Westerfield, Christian Moises

Production: Karen P. Locantro



A message from Frank B. Stewart, Jr.

GRATITUDE, PRAISE FROM OUR CHAIRMAN

When I joined my father's business in July of 1959, I was one of Acme Marble & Granite Company's 15 employees. We have certainly come a long way since then, and I can tell you from personal experience, it's definitely been an interesting and challenging career. I have enjoyed a major role in taking the Company from a handful of people to thousands of employees all over the world. To say I am proud of the results would be an understatement!

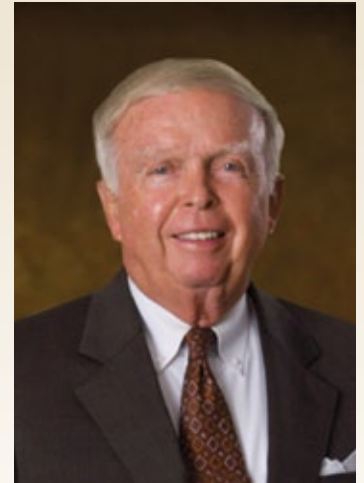
When we took the business public in 1991, selling our shares on a national stock exchange created a change in corporate life. The decision to go public was necessary to gain the capital required to continue the growth.

I also remember a great feeling of accomplishment when we expanded into foreign markets in the 1990s. However, several years later, when the company became challenged by the independent operators in the many foreign countries, we realized it was not in our best interest to continue pursuing the non-domestic ownership of death care entities. Owning and operating properties in foreign countries became a difficult objective, as the independent competitors convinced their markets that doing business with a foreign company was putting their families in the hands of a firm across the sea. When we realized this reaction, we sold our foreign holdings except those in Puerto Rico, where we continue to serve families today.

In recent decades, our Company achieved an unprecedented business relationship with the Catholic Church, working with many Archdioceses and their cemeteries. The many goals we reached are a direct result of the talented, gifted, loyal and dedicated people in Stewart Enterprises. I learned from the very beginning to surround myself with people I look up to and respect. When I look back, I have very few regrets, and am pleased with what we have accomplished.

There are many opportunities still ahead and I am confident the management of Service Corporation International will continue our successful progress in serving families. It is a true compliment to have obtained their commitment to employing great people to serve the hundreds of communities with Best in Class businesses that enjoy outstanding reputations of service.

I am truly thankful to everyone who has worked for Stewart Enterprises over my 54 years of the 103 years we have been in business. I care deeply about each and every person who has worked for us, and hope that you also treasure the days we have spent together, the experiences we have shared and the relationships we have built. I thank you again for your service and wish all of you the very best in the years ahead. I plan to stay not only concerned and interested, but somewhat active in a limited capacity assisting our successors in the successful continued growth ahead.



"I am truly thankful to everyone who has worked for Stewart Enterprises..."

Frank



THE EARLY YEARS: 1910 TO 1979



1910
Albert Stewart begins his real estate business, through which he acquires St. Vincent de Paul's three cemeteries and a marble shop in New Orleans.

July 1959
Frank B. Stewart, Jr., begins working for the Stewart family business.

1920
St. Vincent de Paul Cemeteries and the marble shop are restored and serving the needs of the New Orleans community.

1943
Stewart acquires Mount Olivet Cemetery in New Orleans.



June 23, 1979
Lake Lawn Metairie Funeral Home is dedicated, marking the opening of the first combination operation in the Company and in Louisiana. By the end of 2013, about 48 percent of the Company's facilities were operating as combinations.

May 25, 1971
International Stone and Erectors is incorporated. This company, which became the largest importer and erector of stone in the United States, operated until the end of the 1980s and was part of the Stewart Enterprises family. It imported polished stone for Acme and other companies, and installed stone on mausoleum and commercial projects.



1969
The Stewart family acquires Metairie Cemetery in New Orleans.



1914
The Stewart family begins to establish its reputation in the monument and memorial construction industry through Acme Realty Co., later doing business as Acme Marble & Granite Co.

1940s
The business begins selling prearrangements.

May 13, 1949
Lake Lawn Park Cemetery and Mausoleum is established in New Orleans and Lake Lawn Park, Inc. is incorporated. The Company grows its business by developing a perpetual care community mausoleum, which now has more than 31,000 crypts.



1971
The Stewart Enterprises "block" logo is created.



Fall 1973
The first annual Family Fun Outing for Stewart employees is held at Pontchartrain Beach in New Orleans.

Stewart Enterprises, Inc. moves into a new home – a brand new building at 110 Veterans Blvd. in Metairie, La.

1930s
Albert's sons, Charles and Frank Stewart, Sr., join the business. Acme begins expanding in New Orleans, primarily at Metairie Cemetery and throughout southeast Louisiana. The Company also acquires another granite manufacturing plant, Wholesale Granite Works, Inc.



December 1965
The first Company newsletter, *The Annual News Report*, is published.

Dec. 12, 1977
Stewart purchases Estate Assurance Co., through which preneed contracts are insured. Estate is later sold in 1994.

Dec. 31, 1979
Stewart acquires its first properties outside of Louisiana: Restland Memorial Park and Funeral Home, the largest death care provider in Texas; Laurel Land Funeral Home and Cemetery; and Singing Hills Funeral Home, all in Dallas.



The Story of Acme

STEWART'S OWN "ROCK" STAR



Every company has a solid foundation on which to build its success. For Stewart Enterprises, that rock is Acme Marble & Granite Co.

The Company got its start in 1910, when Albert Stewart acquired St. Vincent de Paul's three cemeteries and a marble shop, all in New Orleans. The Stewart family began to establish its reputation in monument and memorial construction through Acme Realty Co., which soon became known as Acme Marble & Granite Co.

"Acme was the source of relationships for Stewart to go into high growth mode," said Martin de Lauréal, Stewart's senior vice president of corporate development and investor relations who started with Acme in August 1977. "It

also was the revenue generator that allowed Stewart to shift its business model to the cemetery and funeral home industry and focus on acquisitions."

The firm's principal concentration was as a contractor selling and building community mausoleums in cemeteries throughout the country. At its peak, nearly 80 percent of that business was with the Catholic Church, de Lauréal said.

In the late 1970s, though, the business potential tied to cemetery and funeral home growth and acquisition started to outweigh the benefit of focusing primarily on mausoleums. That sparked a growth spurt for the Company that gained steam throughout the 1980s.

"What we began to realize was the contracting business was good and served a purpose, but the development and acquisition of cemeteries and the addition of funeral home combos to the mix were more long-term lucrative strategies for Stewart to pursue," de Lauréal said. "Acme provided Stewart the capital to start that."

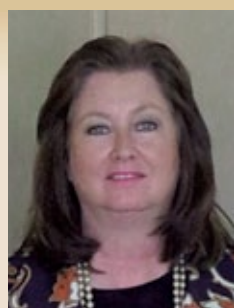
Acme's relationships with churches, families, communities and cities throughout the country really put Stewart on a path to becoming a leader in the death care industry, said Celena Neal, Stewart's compliance and safety vice president. Neal started with Acme in January 1978 and later moved to companywide compliance.

"It was a blowing and going operation – and quite groundbreaking," Neal said. "However, Acme would have had a difficult time getting much bigger because there weren't that many big diocesan projects left throughout the country."

That didn't mean the end of Acme, though.

While the focus shifted away from Acme to acquisitions under Stewart, executives with the latter still realized the intrinsic value of Acme's community mausoleum business in Louisiana and part of Texas. When the Stewart Resource Center was created in the summer of 1989, Acme Marble & Granite Co. was rebranded as Acme Mausoleum and became a subsidiary of Stewart Enterprises. The Acme name will continue to serve families throughout Louisiana even after Service Corporation International acquires Stewart Enterprises and its "foundation."

"We had quite the cast of characters and a ton of fond memories," said Jean Mascaro, who started with Acme in September 1978 and continues to serve as director of administration and marketing. "People come and go, but behind it all is Frank B. Stewart, Jr.'s vision of what service should be."



I remember when...

... we used a map book to chart how to get to our in-home sales appointment. Then came MapQuest and now we have GPS systems!

Kathleen Coffman,
Crest Lawn Memorial Gardens, July 1985



THE 1980s

1980s

Dec. 12, 1980

Stewart announces plans to reorganize into three divisions: Division One – Client Operations; Division Two – Company Owned Cemeteries and Funeral Homes; and Division Three – Out-of-State Wholly Owned Subsidiaries.

July 1985

Stewart launches its first corporate video, *The Stewart Story* – a 15-minute audio-visual slideshow created as a general introduction to the Company.

October 1984

Lawrence Berner is named president of Stewart Enterprises. Berner was the first president outside of the Stewart family.

**Dec. 20, 1985**

Stewart acquires A.P. Boza Funeral Homes of Tampa, Fla., and expands its reach in the Latin community.

**Fall 1987**

The 102nd Archbishop of Canterbury, Robert Alexander Kennedy Runcie, visits Lake Lawn Metairie.

**April 1, 1982**

Stewart enters the state of Florida with four acquisitions.

**1983**

The Company begins selling its prearrangement services under the Simplicity Plan® brand name.

**Jan. 31, 1985**

Stewart acquires historic Fort Lincoln Cemetery in Brentwood, Md., and enters the Northeast.

Nov. 1, 1986

Stewart dedicates All Saints Mausoleum in Metairie Cemetery, a joint venture with the Catholic Archdiocese of New Orleans.

**October 1985**

Restland Cemetery is selected to provide graveside services for Bobby Ewing, a major character on the popular TV show *Dallas*. Many of the Company's properties have served as a backdrop for popular TV shows, commercials, music videos and motion pictures.

Summer 1989

Acme Marble & Granite Co. becomes The Stewart Resource Center.



I remember when...

... I had little knowledge of the equipment used at Restland Cemetery because I was a funeral director. A woman came in one day and was quite agitated that there was a bobcat on her daughter's grave. I told her we have foxes, eagles and even an occasional bobcat wander onto the property. That's when she screamed, "It is a tractor!"

John Ebey, Restland Funeral Home, December 1980



THE ABCs OF STEI

Stewart Enterprises relies on acronyms to describe the many processes, policies, job titles and industry terms Company employees work with every day. Here are some of the more commonly used terms over the years:

CFP Custom Funeral Planner

SEERT Stewart Enterprises Employees' Retirement Trust

FSLC Funeral Service Leadership Conference

CSP Certified Service Professional

SME Subject Matter Expert

MCFS Manager of Community and Family Service

DO Director of Operations

HMIS Hanlon Management Information Services

FAQ Frequently Asked Questions

P&M Property and Merchandise

BIC Best in Class

IA Interment Authorization

STEI Stewart Enterprises, Inc.

OSHA Occupational Safety and Health Administration

DC Death Certificate

WOW Welcome to Our Workplace

O&C Opening and Closing

GPL General Price List

OBC Outer Burial Container

BSS Business Support Services

FACE 2 FACE Funeral Arranger Certification Experience

CAFÉ Cemetery and Funeral Home Enabler

RMC Records Management Center

RVP Regional Vice President

NFDA NATIONAL FUNERAL DIRECTORS ASSOCIATION

RIP Rest in Peace

AFT Automated Fulfillment Tool

CRM Customer Relationship Management

DCFS Director of Community and Family Service

MAP Mutual Agreement Process

PC Perpetual Care

ICCFA INTERNATIONAL CEMETERY, CREMATION AND FUNERAL ASSOCIATION

SSC Shared Services Center

SOP Standard Operating Procedure

HRAF Human Resources Action Form

ADP Automatic Data Processing

KIS Key Information for Sales

FCF Forethought Capital Funding

FDIC Funeral Director in Charge

SSN Social Security Number

ED Executive Director

CANA Cremation Association of North America

CM Catholic Mortuaries

NOK Next of Kin

SEC Senior Executive Committee



I remember when...

... we did not have any computers or a fax machine and had to call in our obituaries to the newspapers.

Ann Prezioso, Dunbar Funerals and Cremations, October 1986



STEWART THROUGH THE YEARS

Through the Years



I remember when...

... our sales volume and inventory reports were prepared manually with only a printing calculator and a typewriter.

Marsha Morse,
Corporate Headquarters, October 1982



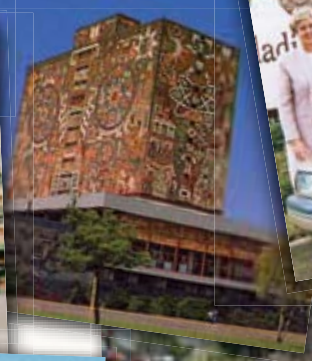
Stewart Through the Years



I remember when...

... we started CFP (Custom Funeral Planner), allowing arrangers to be creative and offer families a variety of personal options. Fulfilling families' personal wishes keeps them coming back to us.

Steve Heaton, Sunset Hills Memorial Park, October 1972



THE 1990s

1990s



July 17, 1990
Henri Gandolfo, a Stewart employee who worked at Metairie Cemetery from 1915 until his retirement 72 years later, passes away at the age of 93.

Oct. 9, 1991
Stewart Enterprises goes public on the Nasdaq Stock Exchange at 8:30 a.m. and the stock symbol STEI is born.



Dec. 31, 1991
The Simplicity Plan® is trademarked.



simplicityplan®

Aug. 3, 1993
Stewart acquires Kirk and Nice Funeral Home, the oldest continually operated funeral home in the United States.

March 25, 1993
Stewart Enterprises holds its first shareholder meeting.

Aug. 31, 1994
Stewart acquires Agencia Gayosso in Mexico City, its first property outside of the United States.



1990

1991

1992

1993

1994

Spring 1990
The Marketing Services Department becomes Stewart Communications, a fully recognized in-house advertising agency to handle advertising and public relations programs.

Dec. 6, 1991
Metairie Cemetery is entered into the National Register of Historic Places.



1992
Stewart spreads throughout the South with acquisitions in North Carolina, Alabama, Virginia, Georgia and Tennessee.



Nov. 1, 1993
Stewart opens All Faiths Funeral Home (now called Greenwood Funeral Home) at Greenwood Cemetery. It's the Company's first funeral home on the grounds of a nonprofit cemetery.



I remember when...

... I took my first trip to New Orleans where I got to meet fellow Stewart employees in learning and implementing the start up of CFP.

Shawn Elliott, Zeller Chapel of the Roses, May 1987

March 26, 1993
Stewart acquires Los Cipreses Memorial Park in San Juan, Puerto Rico, its first acquisition outside the continental United States.



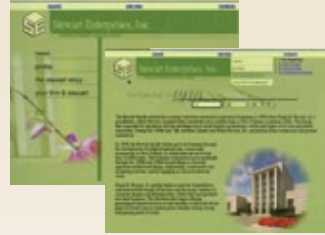
Dec. 9, 1994
Stewart acquires Australian Funerals, its first acquisition outside of North America.

1990s

The 1990s

Oct. 26, 1995
Stewart enters California with the acquisition of Buchheim & Barstow Funeral Homes.

April 2, 1997
Stewart enters Europe with the acquisition of Pompas Funebres La Estrella in Spain.



Summer 1998
Stewart launches its first corporate website, www.stewartenterprises.com.

Fall 1998
The Company's safety mascot, Stewy, debuts in his first safety video.



October 1996
The Shared Services Center is formed to centralize administrative functions.

March 19, 1997
Stewart acquires Sentinel Cremation Societies, Inc., the largest cremation society in the United States and the leading alternative-services firm in California.



April 13, 1998
Stewart enters South America with the acquisition of Cocheria Parana in Buenos Aires, Argentina.



April 30, 1999
Stewart enters its 30th state by acquiring Wisconsin Memorial Park in Brookfield.



1995 1996

Feb. 1, 1997
Stewart restructures its operating divisions and expands from two (Central and Eastern) to four (Central, Eastern, Southern and Western).

June 5, 1997
The Archdiocese of Los Angeles selects Stewart to construct and operate funeral homes on six of its largest cemeteries. In 1998, that agreement is expanded to include three more cemeteries.



Sept. 20, 1996
Stewart acquires Urgel Bourgie Funeral Homes in Montreal. With 77 funeral homes and five cemeteries in Canada, it is Stewart's largest acquisition to date.



April 20, 1998
The Shared Services Center moves into its own building in Jefferson, La.



Sept. 2, 1998
Stewart signs an agreement with the Wyuka Cemetery Board of Trustees to build and operate a funeral home at Wyuka Cemetery, the only state-chartered cemetery in Nebraska.



Winter 1998
EuroStewart Headquarters is established as the Company continues to acquire locations in Portugal, the Netherlands, Belgium, France and the Canary Islands.

March 22, 1999
Work begins on an expansion at Lake Lawn Metairie Funeral Home, which would double the facility's size and make it the largest funeral service provider in Louisiana.

STEWART PUBLICATIONS

Stewart Enterprises has produced many newsletters over the years – some written for all employees, others targeted for specific internal groups of employees and still others designed for external audiences. The overall purpose of each publication was the same: to educate, enlighten and connect readers to the mission and goals of Stewart Enterprises.



I remember when...

... we knew by memory the names of all the facilities Stewart owned and who founded them. That started getting difficult once we owned 50, 60, 70 and more properties.

Connie Ernst, Corporate Headquarters, August 1983

Exsell The Enterpriser SEInside Puerto Rico SOAR



Survey says . . . Employees voice top three areas for improvement

Driven by the desire to know what their employees need and want, in the spring of 2005, the Company conducted a survey to measure employee satisfaction. Surveys arrived at the homes of more than 5,000 employees, asking them to rank the Company on nine different categories. More than 1,200 employees responded. The 90% rate of returns represented a higher percentage than normal, according to Market Dynamics Research Group Inc. (MDRG), the firm that conducted the survey.

Overall, employees expressed satisfaction with the Company, but voiced that the most improvement was needed in three categories: sales, career advancement and communications.

The Company has surveyed employees before, but the 2005 Employee Satisfaction Survey was unique in that individuals Company-wide were invited to participate, rather than just individual divisions or job-specific categories.

"Our goal in doing the survey was to gather feedback that helps us continue to make improvements," said Director of Human Resources Kelly Linkin. "The Company never believes it is one of the best organizations in the death care industry, but we also realize there is always room for improvement."

Linkin acknowledged that using the survey as a tool for making improvements is a work in progress.

While Company leaders want, they noted that the top three categories where employees voiced the most need for improvement are consistent with other companies. "After we reviewed the other companies' results, we looked at competitor surveys from other studies and found that there are general concerns at companies worldwide," Linkin said. "I'm typically have an insatiable year-over-year better advancement opportunities."

On the survey, employees ranked Sales Organization as the top priority area for improvement. Employees gave high marks if they were given a goal and if they received an accurate communication.

Employees also were establishing an improvement process for their sales and better sales preparation. Some recommendations they offered better pay and better career advancement opportunities.

Chief Operating Officer and President of the Sales Division David Kandlik said the Company's communication.

"We designed a pay program, including incentives, that compensates the people who meet the levels required for these monetary rewards," he said.

Regarding sales presentation approaches, Kandlik pointed to the sales staff of the Company's existing status last year of the Company's existing sales staff.



I remember when...

... we used to have the Divisional President Club and everyone strived to make sure they made it each year. You knew you were a real playmaker then.

Steve Gillespie, Western Region Office, November 1997

SEINSIDE Puerto Rico

'Hágales un favor a sus hijos' viene pisando fuerte

Hágales un favor a sus hijos...
 11,034
 personas de nuestra comunidad respondieron a 'Hágales un favor a sus hijos' hace de 11 a 16 meses

SEInside

Training at your fingertips

Brush up skills, learn a new one online at Stewart University

From the CEO
 Manage your reputation online
 6 Creation garden taking root
 9 10 questions with...

What's online

Phone Inquiries
CAFE
HMS
TAP
CRM
Expiring Mortuaries
LearnLife
Online Courses
CAFE/HMS
CRM Sales Portal
LearnLife Website
Open Hire
Check Employee Self Service
KnowIt! Recruitment
Manager self service and CRM
Outlook
Power Credits
Security Awareness
TAP
Wage and Hour

EXSELL

EXCEEDING PERFORMANCE GOALS

Exsell

Do you know what it means to miss New Orleans?

CRM to drive and support sales efforts. Company rolls out new lead management program.

4th Quarter 2011

Excelling Performance Goals

SOAR

Sharing Our Accomplishments & Rewards

REPORTING PERIOD JULY 2010 - 7/30/2010

Celebrate sales results and recognition

Well, the streak continues. Calvary has hit its property plan for the ninth straight month! Congratulations to Pity, Cavilla and the entire Calvary team. Closely behind Calvary is Sylvan Abbey. Groundstaff and Harold who all have exceeded their property plans eight of the last nine months. August begins the final quarter of the year. Let's celebrate!

CLASS 1 Annual Property Sales over \$2,500,000.

- Calvary Mortuary - Los Angeles, CA 157%
- Woodlawn Park West - Miami, FL 125%
- St. Lincoln - Brentwood, MD 106%
- National Park South - Miami, FL 106%
- National Heritage - Myrtleville, MD 102%
- Island Lord - Dallas, TX 93%
- Mission Hills/Santa Clara - Los Angeles, CA 87%
- Rochford - Dallas, TX 84%
- Holy Cross - Los Angeles, CA 83%
- St. George - San Diego, CA 82%
- Woodlawn Park North - Miami, FL 82%
- Isabella/Maria Cemetery - New Orleans, LA 58%
- Wheatman Memorial - Bensfield, VA 47%

CLASS 2 Annual Property Sales of \$1,000,000 - \$2,499,999

- Sylvan Abbey - Clearwater, FL 164%
- Catholic Martyrs Community Services - Los Angeles, CA 136%
- Glen Haven - Winter... 100%

THE 2000s

Fall 2000
The Corporate Training Department is created.

Nov. 1, 2001
Stewart launches *SEnet*, its Company intranet.



January 2005
Stewart University is launched on *SEnet* to provide online training.

April 2001
Stewart publishes *SEinside*, a new monthly employee newsletter.



September 2002
SimplicityPlan.com launches.

August 2003
The Standard Operating Procedures – Funeral Services Edition is created to identify “The Stewart Way” of conducting funerals.

September 2005
Hurricane Katrina forces Corporate Headquarters to temporarily relocate to Dallas and Orlando, Fla.



August 2001
The Company creates the Certified Service Professional, or CSP, designation to recognize sales specialists who exceed sales goals and demonstrate respect and integrity.

December 2002
The Human Resources Employee Support Team is created.

January 2002
Stewart launches *SEinside Puerto Rico*, the Company’s first completely Spanish newsletter.



July 2005
The Company chooses *caring for people, making a difference*® as its purpose statement.



I remember when...

... I ran races throughout New Orleans with my co-workers and Mr. Stewart. We ran the Red Cross relay several times, and Mr. Stewart would pass the baton off to me. We also built a hot air balloon that actually floated in the New Orleans Convention Center for the United Way’s annual campaign kickoff.

Al Delaney Jr., Mount Olivet Cemetery and Mausoleum, June 1980

February 2004
Thomas Kitchen is named to the Company’s Board of Directors.



The 2000s

The 2000s

January 2007

The Standard Operating Procedures – Cemetery Services Edition is distributed to employees.

October 2008

Stewart partners with Tributes.com to expand its online obituary offerings.



I remember when...

... we handwrote all contracts, both at-need and preneed, designed the memorials on a memorial order form by hand, and when a file was needed, we pulled the paper file from the file room.

Iris Menezes, Johnson County Funeral Chapel and Memorial Gardens, November 1992

Nov. 2, 2010

Stewart dedicates its first cremation garden – Tranquil Oaks Cremation Garden at Baldwin-Fairchild – Oaklawn Park Cemetery in Sanford, Fla.



July 2011

The Company redesigns all location websites to be more user-friendly.

2007 2008



January 2008

The Best in Class initiative and the Company's CARING (Communicate Appearance Respect Initiative Name Gratitude) cultural standards are enacted.

January 2010

The Company begins its 100th year in operation.



April 7, 2011

Thomas Kitchen takes over as President and CEO.



December 2012

Stewart Enterprises launches Do your kids a favor®, the first companywide marketing campaign.

May 29, 2013

Stewart Enterprises agrees to be acquired by Houston-based Service Corporation International.

Stewart Enterprises

of the Standard

support to each

shown that an

part
is and
values ha
prises.



