



Batesville Announces Acquisition of Memorial Solutions

BATESVILLE, IN – June 1, 2010 – Batesville Services, Inc. has acquired Memorial Solutions from Polaris Graphics, Inc.

The leading provider of website solutions in the funeral services industry, Batesville has also entered into an ongoing consulting agreement with Memorial Solutions' founders for technical development and graphic design support. "This purchase represents Batesville's commitment to providing a full suite of cost-effective, high quality website and technology offerings to support the funeral service industry," says Troy Brake, GM of Batesville's technology division – Batesville Interactive.

Batesville chose Memorial Solutions, the second largest website solutions provider in the funeral services industry, because their very customizable website solution complements Batesville's portfolio of offerings, the ConnectivitySuite™. Batesville is now equipped to serve a wider range of potential customers. Batesville's WebLink™ is a very easy-to-use, personalizable website offering, which is ideal for the majority of funeral homes. Some funeral homes, however, look for a greater degree of customization in their websites and are a little more comfortable with web technology. Memorial Solutions' website solution satisfies this segment of the market, which WebLink had not previously addressed.

In addition to Memorial Solutions' website solution, Batesville acquired its online sympathy card solution and live funeral webcasting offering. In short, the acquisition gives Batesville the broadest portfolio of website service options with a wide range of features. Batesville now has a full suite of website solutions to meet the needs of all funeral homes -- from the smallest independent funeral home to the largest multi-location business.

Some of the advantages that Memorial Solutions customers will enjoy with Batesville Interactive include:

- Support by their dedicated staff of 25 associates, whose sole purpose is to provide technology solutions to funeral home customers
- Website hosting in a secure, fully-redundant, world-class hosting environment
- Around-the-clock monitoring of our data center, ensuring that their site is always available
- A dedicated development staff regularly creating new website features and designs

- more -

To learn more about Batesville Interactive's Connectivity Suite, visit www.connectivitysuite.com. For more information about Memorial Solutions, visit www.memorialsolutions.com.

ABOUT BATESVILLE

Batesville Casket Company (www.Batesville.com), a wholly owned subsidiary of Hillenbrand, Inc. (NYSE: HI) is a leader in the North American death care industry through the sale of funeral services products, including burial caskets, cremation caskets, containers and urns, selection room display fixturing, technology solutions, and other personalization and memorialization products. For more than 125 years, Batesville has been dedicated to helping families honor the lives of those they love. Our history of manufacturing excellence, product innovation, superior customer service and reliable delivery has helped us become – and remain – a market leader.

ABOUT MEMORIAL SOLUTIONS

Founded in 2004, Memorial Solutions (www.memorialsolutions.com) is the second largest website provider in the funeral services industry.

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