

New Caskets to Offer a Little Extra Room for Life's Final Journey

Dimensions™ by Batesville Casket Line Responds to Growing Trend

BATESVILLE, Ind., Oct. 18 /PRNewswire/ -- Americans have always come in all shapes and sizes. Today, statistics show, a generation of heavier Americans are expecting a little extra room in everything from blue jeans to theater seats. Now, Batesville Casket Company, the North American leader in the design and manufacture of burial caskets, has announced the launch of its "Dimensions™ by Batesville" product line to help funeral homes offer the right casket for individuals of all sizes.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20041018/DEM010LOGO>)

"Just like every other industry, funeral professionals are responding to the national trend toward providing consumers with choices and options that are tailored to their needs," said Mike DiBease, Batesville's vice president of marketing. "As many Americans get bigger, funeral directors have continued to ask us to provide them with additional models and styles of caskets that provide greater interior width as well as our innovative personalization features."

This new product line consists of a full selection of larger-sized burial and cremation caskets including bronze, stainless steel, 16, 18 and 20 gauge steel, wood and cloth-covered models. Caskets are available in both "plus- size" (26" - 27" interior widths) that fit within a standard burial vault, as well as larger, oversize widths (28" and greater) that require an oversize vault.

Every Dimensions by Batesville model supports the integrity of the Batesville brand and is delivered via Batesville's dependable distribution system. In addition, many of the models feature Batesville's proprietary personalization features such as LifeSymbols® designs and MemorySafe® drawers.

Batesville has also designed a family-friendly catalog featuring more than 30 models that are readily available through Batesville's extensive network of regional and local warehouses. Additionally, the company has produced a special binder to hold Dimensions by Batesville product photographs, which can be used to present these models to families.

The comprehensive Dimensions line of plus-size and oversize caskets and support materials make it easy for funeral homes to offer families the look they prefer in the size they need. Roomier interiors, personalization extras and a variety of price points mean uncommon flexibility to suit every person and every personality.

About Batesville Casket:

Batesville Casket Company is one of the nation's leading funeral service supply companies and has been part of helping funeral directors and families for more than one hundred years. A wholly owned subsidiary of Hillenbrand Industries, Inc., Batesville's 3,600 associates are committed to helping families honor the lives of those they love. Batesville's headquarters is based in Batesville, Ind., and is an operating company of Hillenbrand Industries (NYSE: HB).

SOURCE Batesville Casket Company

10/18/2004

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