

remembrance

solace

pride

guidance

understanding

respect

transition

family

support

assistance

dignity

peace

sympathy

service

comfort







### OUR COMPANY

Service Corporation International (SCI\*) is a company of 20,000 dedicated employees who provide the finest funeral, cremation, and cemetery services to hundreds of thousands of families each year. Operating from a North American network of nearly 1,600 funeral homes and cemeteries, the people of SCI assist families with compassion and guidance at difficult times, helping them celebrate the significance of lives that have been lived, and preserving memories that transcend generations, with dignity and honor.

### OUR VALUES

- ▶ Integrity
- ▶ Respect
- ▶ Service Excellence
- ▶ Enduring Relationships

### OUR VISION

Celebrating life with dedication, excellence and innovation.



\*As used herein, "SCI" and "Company" refer to Service Corporation International and companies owned directly or indirectly by Service Corporation International.



## TO OUR SHAREHOLDERS

As we look at SCI's progress in 2004 and the early months of 2005, we are truly excited about the opportunities we are pursuing for future prosperity and the growth of shareholder value. We finished 2004 with continued strong cash flow, a more efficient and effective infrastructure, and our lowest debt level since 1994. During the year, we further reduced overhead costs, improved our merchandising and marketing activities, created new products for the changing needs of families, and made great strides in developing the best workforce in our industry. By the end of 2004, we could look back on these positive events:

- ▶ We demonstrated significant improvements in North American operating results
- ▶ We completed financing activities during the year that further reduced our future interest payments, extended our maturities, and increased our financial flexibility, continuing the progress we have made on improving our balance sheet
- ▶ We initiated share repurchase programs providing for the investment of up to \$200 million to repurchase our common stock
- ▶ We resolved major litigation
- ▶ We successfully completed the joint-venture of our French operations and sold our remaining interest in our former United Kingdom business



### CHANGES IN 2005

These favorable events in 2004 were followed by the announcement in February 2005 of a planned quarterly dividend and the expansion of our share buyback program by an additional \$100 million. The dividend program is a reflection of our substantial cash flow in recent years, our prospect for continued strong cash generation in the future, and our solid financial position. It provides us with a way to return some cash directly to our shareholders. Our share repurchase program reflects our optimism in SCI's long term growth prospects, and it will complement our efforts to grow by investing in our existing businesses and through strategic acquisitions.


In the early months of 2005, we also completed the succession plan initiated in 2002 by naming Tom Ryan as Chief Executive Officer and Mike Webb as Chief Operating Officer. Bob Waltrip continues as Chairman of the Board.

### RENEWED FOCUS ON NORTH AMERICA

Over the past few years we have dramatically reduced our foreign presence to concentrate on the North American markets that have traditionally produced SCI's greatest revenues and profits. Our extraordinary expan-



sion during the 1980s and 1990s built a North American network that now numbers nearly 1,600 funeral service and cemetery locations. To capitalize on the excellence of this network and its presence in 44 states and seven Canadian provinces, we introduced Dignity Memorial® in 1999 as the first national brand of funeral, cremation, and cemetery services and merchandise. Since that time, we believe Dignity Memorial has become a symbol of excellence and quality in funeral care that further signifies SCI's strength as the leader of its business sector. Our marketing expertise, buying power, and geographical presence exceed those of any other company in our industry. We have the resources and supplier relationships to quickly respond to new consumer preferences in ways that are cost efficient, price sensitive, and standard throughout North America. And above all, we provide personal, compassionate care to families through the finest workforce in the business.

 **OUR PEOPLE**

We have developed what we believe is the most comprehensive training and professional development program in our industry in a virtual on-line campus format called Dignity University™. Our 20,000 employees are continually working to be the best trained, most professional, most respected and most successful organization of its kind. In every corner of our Company,

the contributions of our funeral directors, cemetery preparers, preparation staff, drivers, groundskeepers, sales managers, sales counselors, and office personnel—not to mention our regional managers and corporate support team—have made us proud. The cover and pages of this report feature photos of our SCI coworkers in various parts of North America. In deep appreciation for the great work that our employees do, we dedicate this annual report to them.

 **THE ROAD AHEAD**

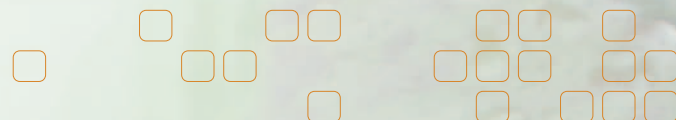
With our financial strength and stability, our unparalleled network, and our national branding strategy, SCI enjoys a strong competitive advantage for the foreseeable future. Our backlog of preneed funeral and cemetery contracts in North America currently represents more than \$5 billion in future revenues, and we operate in an industry known for its predictable annual revenues and cash flows. Although we face the challenges of unprecedented life expectancy in America, a growing cremation trend, and aggressive retail pricing, we nonetheless see great opportunities for growth and prosperity through innovative products and services, delivered with efficiency and compassion, by a professional staff that continues to be a source of pride for our Company. As we proceed, we will continue to leverage these advantages for the benefit of our customers, employees, and shareholders.

*R. L. Waltrip*

 **ROBERT L. WALTRIP,**  
Chairman of the Board

*Tom Ryan*

**THOMAS L. RYAN,**  
President and Chief Executive Officer







“...above all, we provide personal, compassionate care to families through the finest workforce in the business.”



SCI proudly dedicates this annual report to the 20,000 valued employees whose efforts continue to keep the Company at the forefront of its industry. Pictured at right, four members of the St. Louis, Missouri cluster who represent support services and frontline family care. From left to right: Robert Shirley, Maintenance Specialist; Jayne Kuelker, Office Manager at Kriegshauser West Mortuary, St. Louis; Marsha Borchardt, St. Louis Market Director's Assistant; and Lee Swallows, Manager of Heiligttag-Lang-Fendler Funeral Home in Arnold, Missouri.





Robert L. Waltrip, Founder and Chairman, among employees of Forest Park Lawndale Funeral Home and Cemetery in Houston, Texas. This landmark cemetery dates back to 1921, and its Chapel of the Angels, background, was added in 1937. Pictured from left to right: Crisanto Bustos, Foreman; Edith Langdon, Receptionist; R. L. Waltrip; Dennis Cooper, Funeral Director; and Patricia Childers, Assistant Sales Manager.

### ABOUT THE COMPANY

Service Corporation International is the largest company of its kind. Through its network of nearly 1,600 funeral homes and cemeteries, the Company serves hundreds of thousands of families each year at their time of need or on a preneed basis. As North America's leading provider of death care services, SCI is poised to fulfill the needs of a population that now includes more persons over age 65 than at any time in history.

### WHERE WE'VE BEEN

Founded in 1962, SCI expanded through its first four decades by acquiring funeral homes and cemeteries in markets of favorable business demographics, as well as smaller death care operating companies with similar holdings and attractive business potential. This growth strategy drove the Company's development until 1999, when changing market conditions led SCI to move away from its acquisition activities in favor of its current

business strategy of improving operations in properties already owned. Through its early acquisition years, the Company introduced proven business practices to a fragmented industry primarily made up of small, family-owned mortuaries and cemeteries. In any given market, SCI organizes its funeral homes into "clusters," which share the use of support staff, vehicles and other internal processes to reduce overhead costs and operate more efficiently and profitably.

### HOW WE'VE CHANGED

In 1999, the Company's commitment to improving its businesses brought into focus a number of opportunities for change in its infrastructure and marketing practices. The aggressive acquisition climate of the past had created a mixture of financial systems and





Tom Ryan, President and Chief Executive Officer, in Chandler, Arizona, surrounded by employees of the Phoenix area with Valley of the Sun Mortuary in the background. In one of the fastest growing metropolitan areas in the United States, this funeral home, newly-constructed on the grounds of Valley of the Sun Cemetery, exemplifies SCI's ongoing effort to acquire or build businesses to accommodate the needs of shifting populations. From left to right: Tom Hendler, Phoenix-Tucson Market Director; Kevin Wheeler, National Cremation Society Location Manager; Tom Ryan; Zeke Rodriguez, Valley of the Sun Cemetery Grounds and Facilities Supervisor; Paul Gabriel, General Manager of Green Acres Mortuary, Scottsdale; and Mary Jo Harton, Administrator at Resthaven Park Mortuary and Cemetery in East Phoenix.

variant business practices that required numerous field managers to resolve incompatibilities and drive further expansion. Over the next five years, SCI converted its many diverse systems into one, standardized business processes, and eliminated layers of field management that were no longer necessary. The Company also reduced its debt by approximately 70 percent with cash flows from operations and cash raised by divesting non-strategic or underperforming businesses, including select funeral homes and cemeteries in North America, two insurance companies, and most foreign businesses. At the same time, SCI introduced Dignity Memorial® as the first national brand of funeral and cemetery services, with innovative

features and benefits to meet the changing demands of client families.

**SCI TODAY**

Today's SCI is more efficient and financially sound, with a broader and more appealing range of merchandise and services for the families assisted by our professional staff. SCI is dedicated to unparalleled service for its client families, growth of value for its shareholders, and professional development for the 20,000 employees who are essential to the Company's success.

**COMPANY STRUCTURE** SCI provides compassionate services to families through a major presence in







the United States and Canada and smaller operations in Chile, Singapore, and Germany. During 2004, the Company sold its remaining interest in its former United Kingdom business and divested its French business—the last of its major European holdings—through a joint venture agreement in which SCI retained a 25 percent investment. In early 2005, the Company’s divestiture of foreign holdings continued with the sale of its businesses in Argentina and Uruguay.

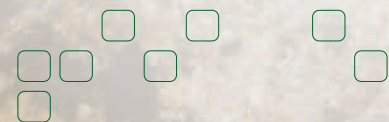
In North America, SCI operations are divided among major and middle markets, two different business environments that require different management strategies. Within this structure, most operational decisions are made at the local level by experienced managers who are most familiar with market conditions, challenges, and opportunities. One manager is responsible for all funeral, cemetery, and preneed sales activities in each market, and reports to corporate headquarters through an administrative structure that allows easy communication and quick response to field inquiries.

**FINANCIAL** The Company completed its financial restructuring in 2004 by reducing net debt (total debt less cash and cash equivalents) to \$966 million, a 76 percent decrease from \$4.0 billion at the end of 1999. During 2004, SCI also completed a series of transactions that reduced debt and extended our maturities including the redemption of convertible notes originally due in 2008, the successful tender offer of our notes originally due in 2005, and the issuance of new notes due in 2016.

Further, the Company initiated a \$200 million share buyback program and completed the purchase of 16.7 million shares for approximately \$110 million. In early 2005, SCI’s Board of Directors authorized an additional \$100 million of share buybacks and declared a quarterly cash dividend of 2.5 cents per share.

**BRANDING** SCI employs a number of branding strategies to provide families with a full range of choices, from the simplest funeral arrangements to elaborate ceremonies requiring intricate planning and unique features or events.

**DIGNITY MEMORIAL®** To take full advantage of its presence throughout the United States and Canada, SCI introduced the Dignity Memorial brand in 1999 as the first national brand of funeral, cremation, and cemetery services in North America. In most states, Dignity Memorial providers offer a choice of tiered funeral and cremation plans with benefits that include a 100% service guarantee and national transferability of prearranged funeral services, as well as access to a grief management library, a 24-hour Compassion Helpline® staffed with licensed grief therapists, and the Everlasting Memorial® Internet memorial/archive. Available in most funeral and cremation plans, the Everlasting Memorial allows families to celebrate the lives of their loved ones through displays of photos, written remembrances, diplomas, awards, and



other images that can be preserved and viewed by future generations from anywhere in the world.

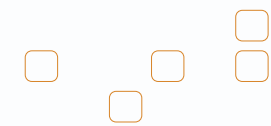
Dignity Memorial benefits also include the Bereavement Travel Program, a unique feature through which customers can obtain special rates on airfare, car rentals, and hotel accommodations for family and friends who must come from out of town to attend memorial services. Through this program, the lowest possible prices are obtained by linking the unmatched buying power of the Dignity Memorial network with the expertise of one of America's largest travel agencies. Travelers are assisted through one toll-free number by bereavement travel specialists who search all available discounts, economy rates,

and specially-negotiated contracts with major airlines to find the best options available. As a further convenience, they are able to book flights without having to produce death certificates or other documentation. Depending on the number of visitors and the cities from which their travel originates, the cumulative savings in connection with one funeral can be in the hundreds—even thousands—of dollars.

Dignity Memorial providers also offer the Aftercare® Planner to help families deal with the numerous administrative issues connected with a loved one's passing.



Mike Webb, Executive Vice President and Chief Operating Officer, with members of SCI's Hispanic operations team in Miami, Florida. In a growing number of markets with large Hispanic populations, SCI assists families through specialized cemetery services and through funeral homes that feature merchandise and services tailored to this unique language-specific group. These locations pride themselves in serving families with dignity, respect, and a keen understanding of their cultural needs. From left to right: Frank Bango, President, SCI Hispana; Manuel Guara, Manager; Mike Webb; Darin Sommer, Managing Director, SCI Hispana; Jimmy Fenton, Miami Market Manager.







B.D. Hunter, Retiring Vice Chairman, center, with Dignity Memorial Field Managers Forrest Walker, and Kelly Sullivan in St. Louis, Missouri. Working in concert with Mr. Hunter, Mr. Walker and Ms. Sullivan were among key contributors to the development of SCI's Blueprint for Success program. Established in 2003 to optimize the value families receive from Dignity Memorial plans, the program employs contemporary merchandise displays and special training to help funeral directors and family service counselors explain the plans and their full range of benefits in the most helpful way.

Benefit claims, household accounts, and changes in personal business relationships must be resolved, and financial institutions, government agencies, and other entities must often be notified in a timely manner. The Aftercare Planner is a comprehensive organizational system with 70 prewritten letters and instructions on how to personalize them for the family's needs. As it guides families through what may sometimes be an overwhelming process, the planner alerts users to important details that are often overlooked.

Dignity Memorial providers are also addressing the growing trend toward more personalized funeral services. Funeral homes throughout the Dignity Memorial network have begun to add special displays to their selection rooms to illustrate how services can be tailored to reflect the personalities of those whose lives

have been lived. Gardening tools and straw hats; fishing poles and tackle boxes; woodworking tools, needlework collections and other items are exhibited to demonstrate the breadth of creative options for families who wish to celebrate the lives of their loved ones in a unique way. On a larger scale, Dignity Memorial providers offer Signature Memories™, custom-planned additions to the memorial ceremony that further personalize and enhance the funeral or graveside service. While embellishments such as butterfly, balloon, or dove releases are often chosen under this program, more elaborate events might include the presence of live musicians, "rolling thunder" motorcycle processions, military vehicles, or other significant and memorable elements.

Dignity Memorial products and services are provided through most of SCI's Company-owned funeral homes and through franchise agreements with approximately 170 independent mortuaries in areas where SCI



Jeff Curtiss, Senior Vice President, Chief Financial Officer and Treasurer, with SCI employees of Victoria, British Columbia, at First Memorial Services Garden of Memories Cremation Cemetery. The Garden of Memories was once unused land adjacent to a First Memorial funeral home acquired by SCI in 1996. Recognizing its potential, the Company transformed the property into one of the Company's most attractive and successful cremation gardens. It has been in operation since 1998. From left to right: Marius Visser, Garden of Memories Groundskeeper; Kevin Owens, Location Manager at First Memorial Funeral Services, Duncan, BC; Muriel Fortin, Family Service Advisor, Victoria; Jordan Hockey, Funeral Director; Elizabeth Gordaneer, Office Administrator, Victoria; and Jeff Curtiss.



has little or no presence. While products and services can be purchased individually, greater value can be realized by purchasing them when grouped together in one of the available plans.

**NATIONAL CREMATION®** To provide for the needs of those who prefer direct cremation with no memorial service, SCI assists families through a subsidiary firm, National Cremation (also known as National Cremation Society® or National Cremation Service, depending on state of operation). National Cremation was acquired by SCI in the mid-1990s, and offers simple cremation services that include direct disposition and the delivery of cremated remains to the family. This subsidiary operated in 16 states and one Canadian province at the

end of 2004. Dignity Memorial and National Cremation providers often refer families to each other when it is clear that requested services are more in line with those offered by their sister organization.

**ADVANTAGE®** For families seeking traditional funeral services in their simplest form, SCI operates Advantage Funeral Homes. Advantage locations offer an economical alternative to traditional funeral homes with a limited selection of basic funeral services and merchandise. At the end of 2004, the Company provided Advantage services through 18 locations in 11 states.

**FUNERARIA DEL ANGEL™** In a growing number of markets with large Hispanic populations, SCI assists families through specialized cemetery services and through funeral homes identified with the name Funeraria del ángel. These locations pride themselves in caring for







Steve Mack, Senior Vice President—Middle Markets, with employees of Brown-Wynne Funeral Homes and Cremation Services of Raleigh, North Carolina. In the background, the Brown-Wynne Funeral Home in suburban Cary, NC. Acquired by SCI in 1991, Brown-Wynne was founded in 1836 and is the oldest continuously operating business in the Raleigh area. From left to right: Jim Baron, Market Manager; Wilfredo Cruz, Groundskeeper; Steve Mack; Karen Allen, Location Manager; and Ron Maness, Brown-Wynne General Manager.

families with dignity, respect, and a keen understanding of the cultural needs of the Hispanic community. Locations feature merchandise and services tailored to this unique language-specific group, including overnight viewings, bilingual staff, hospitality rooms, and in-home visitations. SCI has 12 Funeraria del ángel locations in California, three in Chicago, and six affiliated funeral and cemetery providers in Miami, and will continue to aggressively pursue additional opportunities to serve Hispanic families in this manner.

**VALUES AND STANDARDS**

SCI is dedicated to the core values of integrity, respect, service excellence, and enduring relationships and emphasizes to its employees the necessity of applying these

concepts to their interactions with families, suppliers, and coworkers. Rules of conduct and ethics are detailed in the Company’s employee handbook, and guidelines for superior customer care are set forth in *The Dignity Memorial Promise*, a required-reading booklet for all personnel that explains SCI standards, practices, and expectations. SCI’s commitment to these principles is further underscored through classes conducted by location and department managers.

**DIGNITY UNIVERSITY** Ethics training and numerous other courses directed toward professional development are provided through Dignity University (Dignity U), a comprehensive educational strategy designed to define






Jay Waring, Vice President—Major Markets, with SCI employees at Pacific View Memorial Park in Corona Del Mar, California. Named for its stunning ocean panorama, this cemetery was acquired by SCI in 1991, and is unique in the variety of options it provides to families, from simple interment spaces to family estates to private mausoleums and a cremation memorialization garden. Front row, left to right: Ruby Louis, Mortuary Manager; Fran Motzkin, General Manager; and Jay Waring. Standing, left to right: Bob Dowson, Market Director; Aurelio Berumen, Grounds and Facilities Supervisor; and Randi Parker, Community Service Supervisor.

and improve job skills for all employees. Officially opened during 2004, Dignity U is a “virtual” educational institution paralleling traditional college formats, with individual transcripts, course requirements, and curricula that lead to full certification of job expertise and personal career achievements. Each employee is given a certification path that is comprised of three levels: “Associate,” “Bachelor,” and “Masters.” Each level of certification includes a list of courses or other activities that will lead to optimum performance in a particular job category. Employees achieve certification by completing web-based courses, classroom instruction, or on-the-job training, then passing a series

of online exams to progress to the next level. When all courses are completed, participants are officially certified in their individual job categories. In the first six months of its operation, Dignity U classes were taken by more than 13,000 SCI employees.

**CORPORATE VALUES AND GOVERNANCE** To ensure that SCI operates in the most ethical and transparent manner, the Company further strengthened its corporate governance procedures during 2004. At every level of the organization, SCI is dedicated to uncompromising professionalism and regulatory compliance. The Company has encouraged its managers to participate in the leadership of local and state industry associations, and many of them have contributed to the drafting of state laws that





regulate industry practices and protect consumer interests. SCI's Board of Directors' Nominating and Corporate Governance Committee is made up entirely of independent, outside directors who have initiated a director education program, adopted a directors' code of ethics, and recommended and implemented a CEO succession plan. This succession plan was initiated in 2002 with the election of Thomas L. Ryan as President and Chief Operating Officer of the Company and Michael R. Webb as Executive Vice President. The plan was further implemented in early 2005 with the promotions of Mr. Ryan to President/CEO and Mr. Webb to Executive VP/COO. With these management changes, Company Founder Robert L. Waltrip continues as Chairman of the Board. To promote outstanding performance and effectiveness within its Board, the Company has defined skill sets and core competency guidelines for new Director nominations, as well as an orientation process for new Board members. Directors who are being considered for re-nomination to the Board are subject to annual performance reviews. SCI also provides an education program for Board members to help them stay current with Company operations and

issues relating to governance, regulatory, and best practices issues. Site visits, speakers, seminars, printed materials, and online materials are but a few of the resources made available to help Directors optimize their contributions as members of the Board.

**MERCHANDISING** To address the changing preferences of consumers during 2004, SCI installed contemporary merchandise displays in approximately 500 of its Dignity Memorial selection rooms throughout North America. The installations were made in accordance with the Company's Blueprint for Success, a program established in 2003 to optimize the value families receive from Dignity Memorial plans and their numerous benefits. The displays present the products and services of available Dignity Memorial plans in a way that helps families compare their choices and make easier decisions. Displays further illustrate how Dignity Memorial providers are attuned to the increasing preference of consumers for personalized services that celebrate the lives of loved ones in creative and memorable ways.

The Blueprint for Success also prepares family service counselors and funeral directors to be at their best

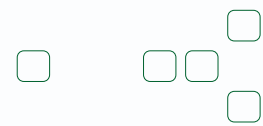


through the entire arrangement process. Through Dignity University, arrangement professionals are schooled in presentation techniques that have proven to be effective in helping families take full advantage of Dignity Memorial discounts and benefits. Counselors and funeral directors are also coached in ways in which they can expand their market share through strategic market analyses, community outreach efforts, and other promotional activities. Approximately 2,300 employees participated in this training during 2004.

**MARKETING** To build awareness of SCI's Dignity Memorial brand, the Company rolled out a major portion of its national advertising campaign during 2004 in 113 markets representing over 80 percent of all households in the United States. Begun in July 2003, the campaign communicates the values and benefits of Dignity Memorial funeral, cremation, and cemetery services through broadcast and cable television, newspaper, outdoor, Internet, direct mail and yellow pages media. Yellow page advertising appears in more than 1,600 directories and is prominent in the top five online telephone directories. As part of a co-branding strategy, messages tie the Dignity Memorial brand closely to the heritage names of individual funeral

homes and cemeteries while building awareness of the Dignity Memorial provider network. To ensure the success of this effort, SCI searched extensively to identify and utilize agencies with strong creative and media expertise. Company marketing professionals then partnered with these agencies to produce memorable messages and place them before the broadest possible audience of potential customers. In addition to the Dignity Memorial brand, strong advertising and communication efforts are also in place for the Advantage and National Cremation brands.

**SATISFACTION SURVEYS** Since 2000, SCI has conducted satisfaction surveys among its funeral home customers in an effort to provide the finest service in its industry. During 2004, the Company took steps to broaden and improve this process by commissioning J.D. Power and Associates to survey SCI funeral home and cemetery customers across the United States and Canada. J.D. Power and Associates conducts hundreds of major proprietary customer satisfaction and quality tracking studies each year for some of the world's most quality-oriented companies. Sixteen versions of the customer satisfaction survey will be implemented in 2005 on behalf of SCI, including those sensitive to French-Canadian, Hispanic, and Jewish ethnicities and others for Advantage and National Cremation customers.







Jim Shelger, Senior Vice President, General Counsel and Secretary, with employees of the Huntsville Funeral Home in Huntsville, Texas, at an exhibit of The Vietnam Wall Experience, SCI's traveling three-quarter scale replica of the Vietnam Veterans Memorial. Huntsville Funeral Home enlisted the support of local veterans groups and civic organizations to stage the exhibit, which was seen by approximately 40,000 people in that city and nearly 740,000 people in 18 venues nationwide during 2004. From left to right: Todd Anders, Funeral Director; Ronnie Brame, Location Manager; Jim Shelger; Clay Wright, Funeral Director's Assistant; Aleshia Villareal, Funeral Director; and John Tom Powledge, Family Service Counselor.

**COMMUNITY OUTREACH** In addition to assisting families at their time of need, SCI employees also reach out to the communities in which they operate by providing a number of programs that ensure the safety of children and senior citizens, honor the bravery of public servants, and preserve the memory of those who have served their country and died in the line of duty. Escape School® is a nationally recognized program that teaches children and parents how to recognize the deceptive practices of would-be kidnappers and demonstrates escape tactics children

can use in case they are abducted. More than 2,000 Escape School presentations were given during 2004 at schools, churches, and other venues throughout North America to a combined audience of more than 380,000 adults and children. Since its inception in 1996, the program has been attended by nearly four million people and has been credited with helping five children and one adult avoid abduction. For older citizens, Smart and Safe Seniors® provides information and advice concerning Internet safety, home burglaries, and scams directed toward people



Construction of The Vietnam Wall Experience, SCI's traveling three-quarter-scale replica of the Vietnam Veterans Memorial, by volunteers in Huntsville, Texas, one of 18 exhibit venues during 2004.



in their age group. More than 29,000 seniors received safety tips through this program in 2004. The Company also provided for the needs of nearly 30,000 widowed persons in 2004 through the L.I.F.T.® program, an activity that provides those who have lost loved ones with the opportunity to meet in mutual support as they socialize, travel, and make new friends. SCI's traveling three-quarter-scale replica of the Vietnam Veterans Memorial, The Vietnam Wall Experience™, was displayed in 18 cities throughout the U.S. during the year and visited by nearly 740,000 people. The exhibit, which is dedicated to Vietnam veterans, honors all U.S. veterans and is inscribed with more than 58,000 names of Americans who died or

remain missing in Vietnam. For veterans whose service to their country might otherwise go unrecognized, the Company's Homeless Veterans Burial Program provided 48 dignified burials during the year. This program is a cooperative effort among Dignity Memorial providers, the U.S. Veterans Administration, the U.S. Department of Veterans Affairs, and the U.S. Veterans of Foreign Wars, as well as local veterans groups and medical examiners. SCI's Public Servants Burial Program, one of the Company's oldest community outreach activities, recognizes the courage and sacrifice of firefighters and law enforcement officers by providing, at no cost to their families, complete funeral and cremation services for public servants who are killed in the line of duty. Four public servants were honored by this program during 2004.





## CORPORATE INFORMATION

### Corporate Offices

Service Corporation International maintains corporate offices located at 1929 Allen Parkway, Houston, Texas 77019. The telephone number is 713/522.5141. Additional information can be found at our web site: [www.sci-corp.com](http://www.sci-corp.com).

### Requests

Written requests for financial information, including the Annual Report on Form 10-K as filed with the Securities and Exchange Commission, should be directed to Investor Relations, P. O. Box 130548, Houston, Texas 77219-0548.

### Transfer Agent and Registrar

**The Bank of New York**  
1-800-524-4458

Address Shareholder Inquiries to:

The Bank of New York  
Shareholder Relations Department  
P. O. Box 11258  
Church Street Station  
New York, NY 10286

Send Certificates for Transfer and Address Changes to:

Receive and Deliver Department  
P. O. Box 11002  
Church Street Station  
New York, NY 10286

:

The Bank of New York's Stock Transfer Website:  
<http://stockbny.com>

### *Certifications*

*In 2004, the Company submitted to the New York Stock Exchange the Section 12(a) certification by the Company's Chief Executive Officer regarding compliance with the Exchange's corporate governance listing standards. In 2004 and 2005, the Company filed with the Securities and Exchange Commission, as exhibits to its Form 10-K, the Sarbanes-Oxley Act Section 302 certifications regarding the quality of the Company's public disclosure.*



The SCI logo is a registered trademark.

# CORPORATE INFORMATION

## BOARD OF DIRECTORS

### ALAN R. BUCKWALTER, III

CONSULTANT

Compensation Committee, Audit Committee, Nominating and Corporate Governance Committee

### ANTHONY L. COELHO

CONSULTANT

Executive Committee, Nominating and Corporate Governance Committee, Compensation Committee

### JACK FINKELSTEIN

PERSONAL AND FAMILY TRUST INVESTMENTS

Audit Committee, Investment Committee

### A. J. FOYT

PRESIDENT, A. J. FOYT ENTERPRISES, INC.

1996 Nonqualified Incentive Plan Stock Option Committee

### MALCOLM GILLIS

UNIVERSITY PROFESSOR AND FORMER PRESIDENT, RICE UNIVERSITY

Audit Committee, Investment Committee

### JAMES H. GREER

CHAIRMAN OF THE BOARD OF GREER CAPITAL CORPORATION

Compensation Committee

### VICTOR L. LUND

CONSULTANT

Executive Committee, Audit Committee, Nominating and Corporate Governance Committee

### JOHN W. MECOM, JR.

CHAIRMAN OF THE BOARD OF THE JOHN W. MECOM COMPANY

Compensation Committee, Investment Committee

### CLIFTON H. MORRIS, JR.

CHAIRMAN OF THE BOARD OF AMERICREDIT CORP.

Executive Committee, Nominating and Corporate Governance Committee, 1996 Nonqualified

Incentive Plan Stock Option Committee

### THOMAS L. RYAN

PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE COMPANY

Executive Committee, 1996 Nonqualified

Incentive Plan Stock Option Committee

### R. L. WALTRIP

CHAIRMAN OF THE BOARD OF DIRECTORS

Executive Committee, 1996 Nonqualified

Incentive Plan Stock Option Committee

### W. BLAIR WALTRIP

INDEPENDENT CONSULTANT, FAMILY & TRUST INVESTMENTS

Investment Committee

### EDWARD E. WILLIAMS

HENRY GARDINER SYMONDS PROFESSOR AND DIRECTOR OF

THE ENTREPRENEURSHIP PROGRAM AT THE JESSE H. JONES

GRADUATE SCHOOL OF MANAGEMENT AT RICE UNIVERSITY

Investment Committee, Audit Committee, Nominating

and Corporate Governance Committee

## CORPORATE OFFICERS

### R. L. WALTRIP \*

CHAIRMAN OF THE BOARD

### THOMAS L. RYAN \*

PRESIDENT AND CHIEF EXECUTIVE OFFICER

### MICHAEL R. WEBB \*

EXECUTIVE VICE PRESIDENT AND CHIEF OPERATING OFFICER

### JEFFREY E. CURTISS \*

SENIOR VICE PRESIDENT, CHIEF FINANCIAL OFFICER AND TREASURER

### JAMES M. SHELGER \*

SENIOR VICE PRESIDENT, GENERAL COUNSEL AND SECRETARY

### J. DANIEL GARRISON \*

SENIOR VICE PRESIDENT, OPERATIONS SUPPORT

### STEPHEN M. MACK

SENIOR VICE PRESIDENT, MIDDLE MARKET OPERATIONS

### CHRISTOPHER H. CRUGER

VICE PRESIDENT, BUSINESS DEVELOPMENT

### W. CARDON GERNER

VICE PRESIDENT, ACCOUNTING

### JANE D. JONES

VICE PRESIDENT, HUMAN RESOURCES

### ALBERT R. LOHSE

VICE PRESIDENT, CORPORATE GOVERNANCE

### ELISABETH G. NASH

VICE PRESIDENT, CONTINUOUS PROCESS IMPROVEMENT

### DONALD R. ROBINSON

VICE PRESIDENT, SUPPLY CHAIN MANAGEMENT

### ERIC D. TANZBERGER

VICE PRESIDENT, CORPORATE CONTROLLER

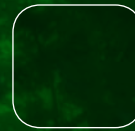
### SUMNER J. WARING, III

VICE PRESIDENT, MAJOR MARKET OPERATIONS

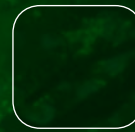
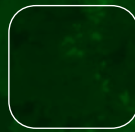
\* Member, Office of the Chairman







empathy



kindness



trust



devotion



compassion



courtesy



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