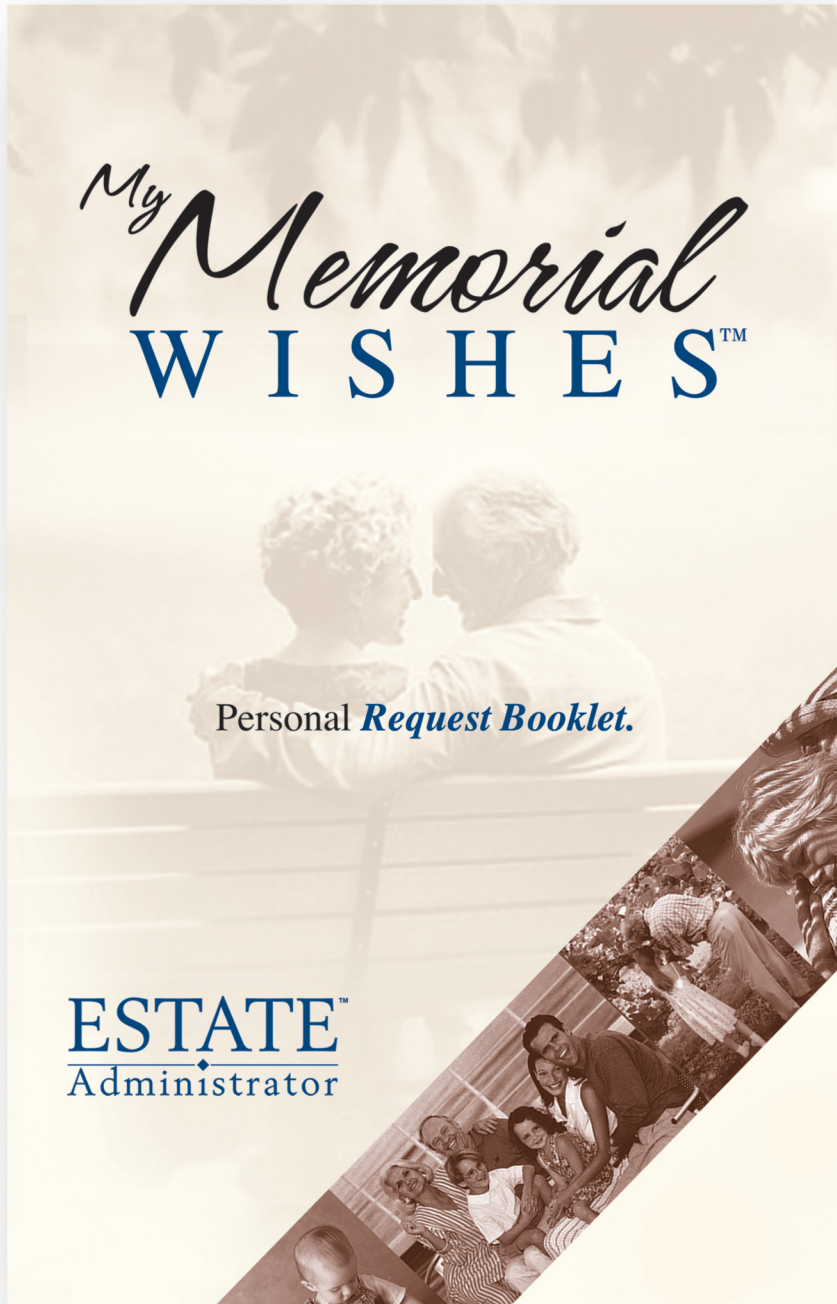


W. L. SMITH & ASSOCIATES LIMITED

ANNOUNCES THE LAUNCH OF

My Memorial Wishes™



W. L. Smith & Associates Limited, the largest funeral stationery manufacturer in Canada, and distributors of the Estate Administrator™ today announced the expansion of the Estate Planning and Settlement program with the addition of My Memorial Wishes™.

My Memorial Wishes™ is an easy to use comprehensive Personal Request Booklet designed to provide information on Pre-Planning a funeral and to capture all of one's specific requests pertaining to their funeral.

When discussing pre-need with families, many funeral service professionals are quick to point out how completing one's funeral arrangements is an important part of sound estate planning. When a death occurs, the next of kin or executor simply has to refer to the Personal Request Booklet which will contain all of the deceased's person's vital information, including funeral arrangements, and other historical data.

Geoffrey Quinton, CEO of W. L. Smith & Associates Limited explains why he chose to expand the Estate Administrator™ brand with My Memorial Wishes™ : "We are continually developing products to meet the needs of today's forward thinking funeral professional. Primarily we are only interested in working with our clients to develop exciting concepts and products that are market driven, thereby guaranteeing that they meet an existing need before they are even produced. This process allows us to provide the value, quality and innovation people expect from W. L. Smith & Associates Limited. My Memorial Wishes™ provides excellent synergy with our current estate planning product line. Its offers more benefits for today's forward thinking funeral professional than any similar tool I've seen. We are excited at the prospects this holds for our valued customer base."



For more information, please contact your

W. L. Smith representative. Or please call (800) 263-9572 or email us at service@wlsmith.net