

FOR IMMEDIATE RELEASE
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Keith Presley Named Southeast Regional Business Development Manager

Joliet, Illinois – July 2008 – Deaton-Kennedy Company is pleased to announce that Keith Presley has accepted the position of Southeast Regional Business Development Manager. In this role he will be responsible for leading the sales efforts for Deaton-Kennedy throughout the Southeast United States. Presley's solid background in the funeral industry includes both sales and marketing.

"We are pleased to have an individual of Keith's talent join our management team," declared Margaret Deaton, Chairman. "Keith has been instrumental in successfully implementing new ideas and changes in the funeral industry with funeral stationery. His proven abilities will facilitate our sales organization managing the challenges that face the funeral industry today." Bob Nobles, Chief Executive Officer added "Keith has demonstrated his passion for sales, along with his ability to lead, and will help our customers reach their goals."

Presley is a graduate of the John Tyler Mortuary Science Program and Bluefield College. He is the husband of Rose and the father of three children, Elliott, Jonathan and Lyndsi. Keith has been actively involved in his community where he serves in numerous capacities, as well as in various organizations that represent the funeral industry.

With more than twenty years experience in sales as well as the funeral industry, Presley brings a wealth of experience with him. Deaton-Kennedy customers will appreciate his skills as well as the understanding of the daily funeral home operation that he possesses.

Deaton-Kennedy is a family owned business that has been operating since 1928. As long time leaders and innovators in the funeral industry, Deaton-Kennedy has shown both long and short-terms visions for the future and a willingness to help each customer reach their goals while paying tribute to the families they serve.

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