



FOR IMMEDIATE RELEASE

February 22, 2018

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Funeral Director Joe Wade Wins January Sich Casket Giveaway

Says casket is "Great windfall for our funeral home and one of its families."

Sich Casket has announced the winner of their monthly "Year of the Funeral Director" casket giveaway for January. The winner, Joe Wade, is a funeral director at Tri County Funeral Home in Highland, Arkansas.

Mr. Wade has won the Sich Wellington, featuring solid Paulownia wood with a Satin Walnut Finish and Rosetan Crepe interior. Delivery was provided by the Sich Warehouse in Little Rock, AR, Sich's new company-owned distribution center serving all of the Arkansas area.

A funeral director for over 13 years and at Tri County for the past two years, Mr. Wade said he had seen the Sich ads promoting the casket giveaway in the trade journals for a while. "For me it was pretty simple," he said. "I get a chance to win a free casket...what's not to try and get me one of those!" Upon learning of his winning the casket, he added, "Well, I said to myself, that's one wood casket I don't have to buy. It will certainly come in handy and is a nice windfall for both the funeral home and for one of our families. What a nice way to start the year!"

Mr. Wade is the tenth person to win a Sich casket as part of the monthly giveaway.

Other winners include: Jack (Bill) White Jr. of Brooks & White Funeral Home in Roxboro, NC; Daryl R. Berry of Lyon-DeWitt-Berry Funeral Home in Campbellsville, KY; Todd Schrag of Roper and Sons Funeral Home in Lincoln, NE; Todd Howell of Woodfin Funeral Chapels in Murfreesboro and Smyrna, TN; Howie VanRensselaer of VanRensselaer & Son Funeral Home in Randolph, NY; Brent Shehorn of Lake Shore Funeral Home in Waco, TX, Frank Nosek of Kuratko-Nosek Funeral Home in North Riverside, IL; Larry

Gould of Whitaker Funeral Home in Metter, GA and Paul Thomas Ayers Hawkins, co-owner of Hope Valley Hawkins Funeral Service & Cremation in Clinton, NC.

As the Sich “Year of the Funeral Director” promotion comes to a close, the final Sich casket giveaway drawing will be held at the end of February.

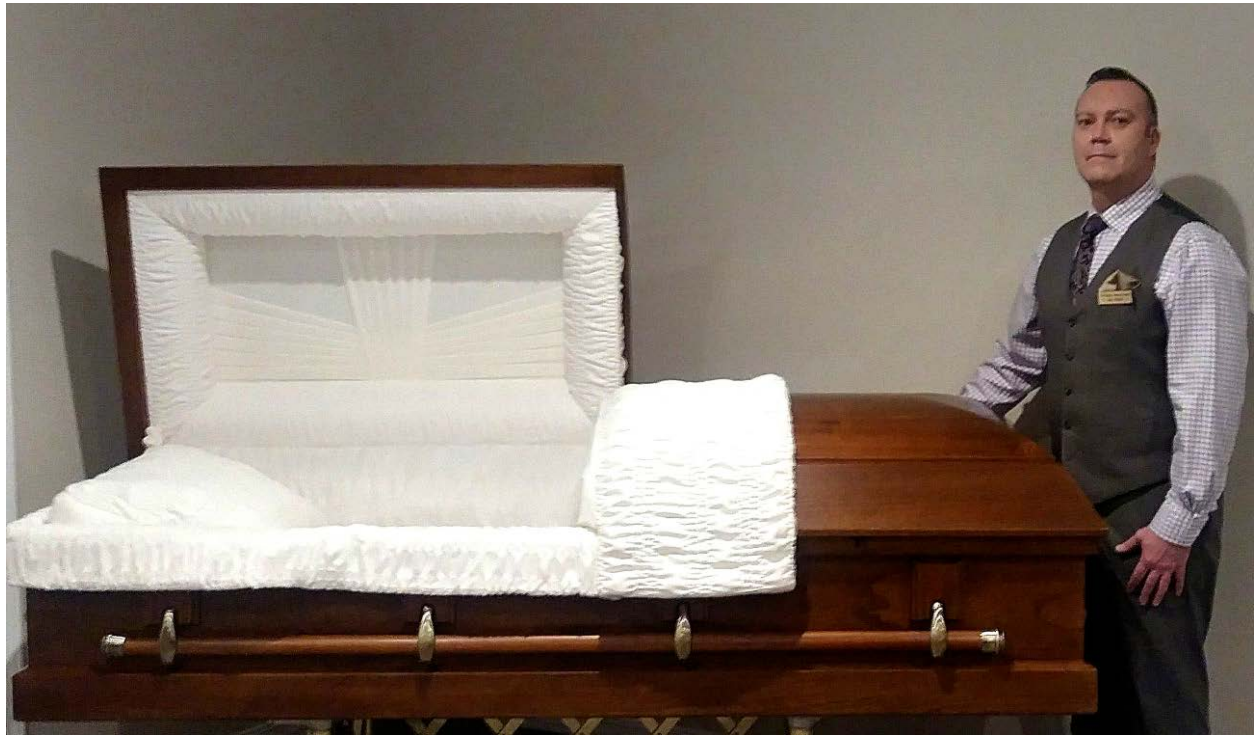
“This has been an exceptional promotion,” said Jeff Tyler, National Accounts Director for Sich Casket.

“We’ve had so many funeral directors enter and learn about the value of Sich. We’ve won quite a number of new Sich fans from all around the country. Out of this, we’ve got several exciting ideas in the works that we’ll be announcing shortly.”

About Sich Caskets

Sich Casket Company is a pioneer of the Chinese casket industry. In just ten years the company has grown from a small family-run furniture factory to a significant international manufacturer of wood and metal caskets and a leading Chinese supplier of caskets in North America. Founded by company president Sirius Chan, Sich sources its materials globally to provide the finest quality and best value at every price point. With more than 250 models and styles of solid hardwood, wood veneer and metal caskets, Sich caskets are sold through a distributor network serving funeral homes throughout the United States and Canada. Their website is www.SichCasket.com.

Casket & Winner photos next page



Funeral Director Joe Wade (Tri County Funeral Home, Highland, AR) Wins Sich "Wellington" Casket in January Sich Casket Giveaway