

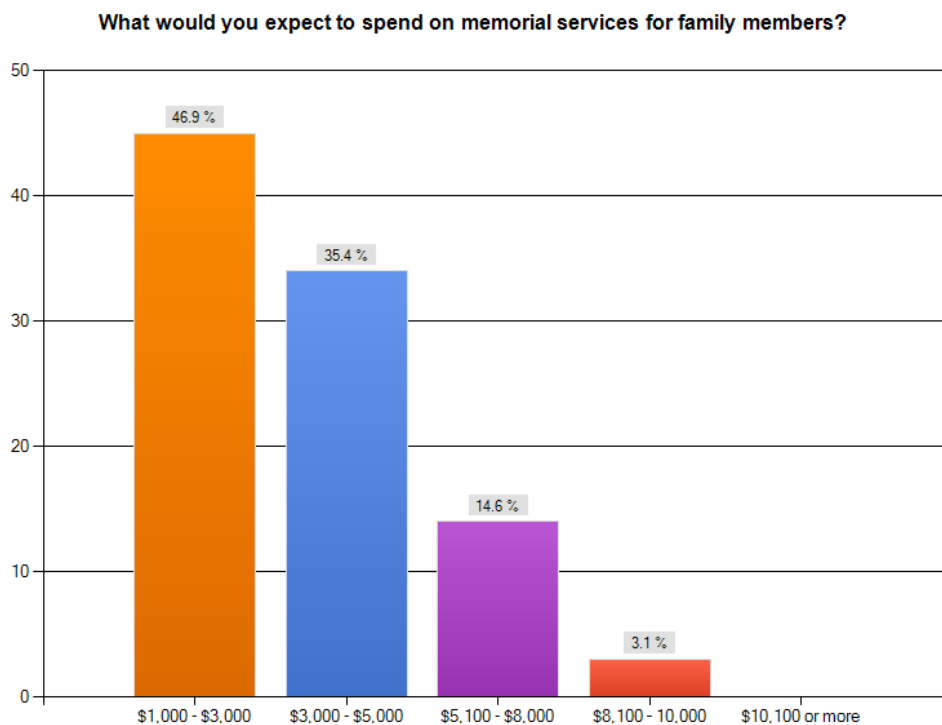
CCMS Survey Results Summary

Feasibility Study
Feb 2011

There were 120 respondents to the CCMS survey, and approximately 68% of those were members of the CCMS, while the remaining responds were from the public at large.

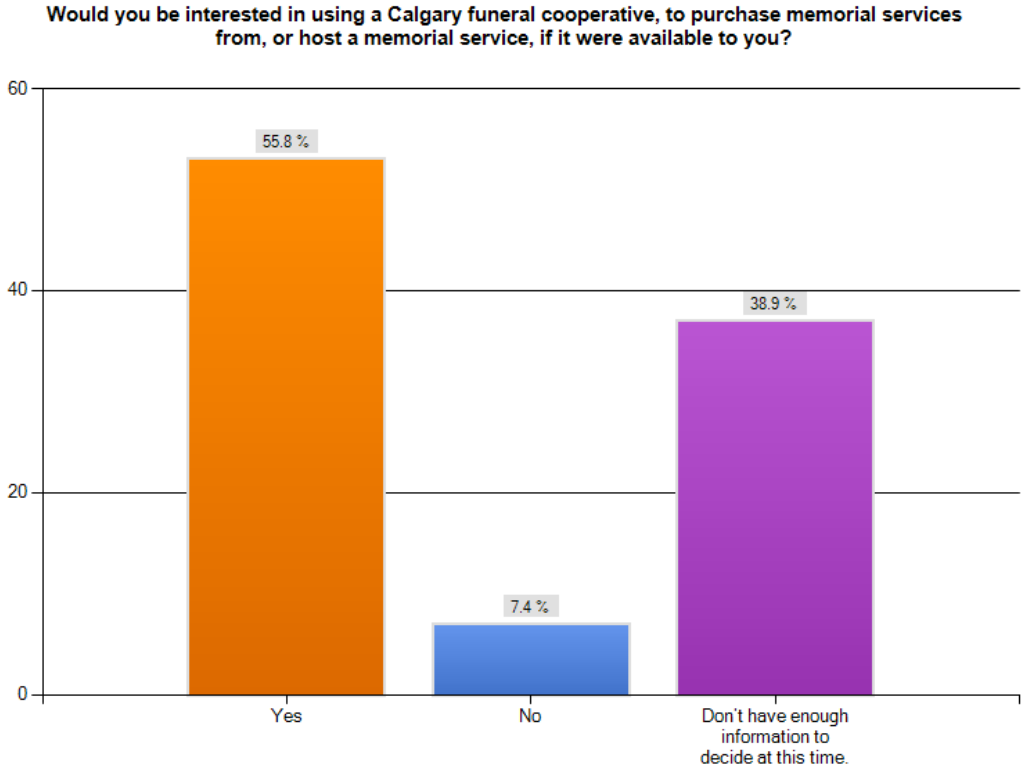
All respondents that were current members, who had used their CCMS membership in the past, indicated that they were very satisfied with the service and prices they received.

Approximately 47 % of all respondents indicated that they intend to spend between \$1,000-\$3,000 on a memorial service. Market research indicates the average service costs approximately \$8,000 to \$10,000. This indicates a strong demand for lower cost service options, as well as a potential lack of understanding among consumers regarding current memorial service costs.



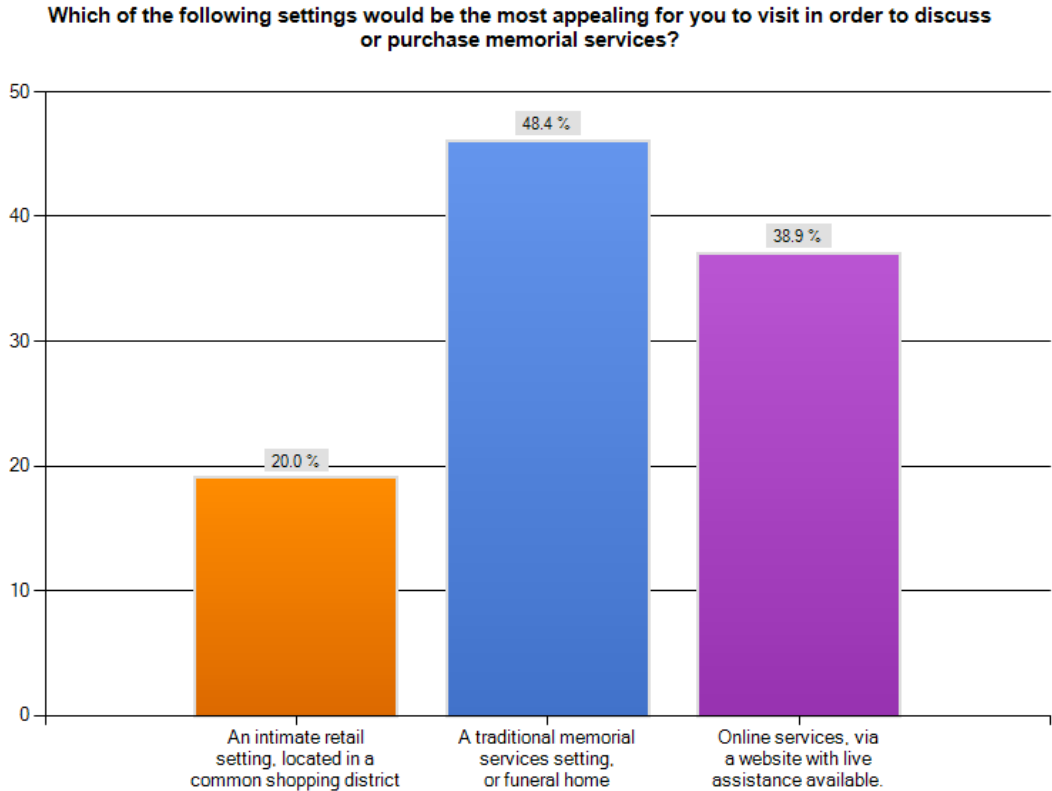
57% of respondents would prefer to choose the elements of their memorial service and customize it, rather than buy prepared packages.

56% of respondents indicated they would be interested in purchasing memorial services from a coop provider, if it was an option.



83% of current member that had used CCMS services indicated they had upgraded their pre-purchased packages, purchasing additional items from the funeral service provider. This indicated a market opportunity, as well as opportunities to revise the current offers.

39% of respondents would like the opportunity to explore/purchase memorial services online, indicating a strong market opportunity for online service provision not currently offered.



Respondents indicated interest in the following services: 62% would like help with CRA paperwork, 53% interested in green memorial services, 41% custom funeral service location, 41% service at a crematorium, 26% would like a memorial website. This indicated a lot of potential for niche market opportunities.