

# CRESS

FUNERAL & CREMATION SERVICE

SINCE 1869



Mr. Chris Riegg  
Promontory Point Capital  
322 East Michigan Street, Suite 500  
Milwaukee, WI 53202

April 12, 2019

Dear Chris,

We are so grateful that we were guided to Promontory Point Capital and had a chance to meet you last summer. As we take in all that has been accomplished since then, we can't help but credit our successful sale to the leadership offered by you and the PPC Team.

When we realized that we needed to look outside of family members and current management for the growth and investment needed for our company to thrive in the future, we began to select advisory team members to help us navigate the process. PPC was mentioned several times as a knowledgeable and effective organization.

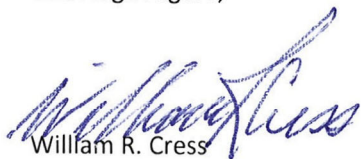
You helped us to understand that it takes time, expertise and resources to successfully transition a robust family business and with a disciplined approach, we could unify the goals of all family members and take the next steps in our succession strategy.

Looking back, one of the key steps you and Andrew guided us through was developing a dynamic company profile used to tell our story to prospective buyers. We were told by every vetted prospect that our Confidential Informational Memorandum was extremely well done. This set of materials, carefully prepared by PPC, was one of the powerful first impression tools, which proved to draw several viable prospects to the table.

Thank you for keeping the lines of communication going through all phases of our engagement. We always felt prepared in the midst of some intense and fast paced discussions. You led some tough conversations on our behalf, allowing us to keep running our business through these many months and not be eclipsed in an arena new to us.

Our entire family is so pleased with the results of our work together. Our strategic buyer is well aligned with our branded culture and business values. We cannot thank you enough for your superior guidance and expertise.

With high regard,



William R. Cress  
President



Daniel R. Fose  
Vice President, Treasurer



Carey Cress Fose  
Vice President, Secretary

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