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**Rose Hills Selects LA Ads Marketing Agency To Build Southland Awareness**

NORTHRIDGE, CALIFORNIA (June 1, 2011) -- Marketing agency LA ads as been selected by Rose Hills Memorial Park & Mortuaries to create an advertising and marketing program for the English-speaking general market. Rose Hills, located in Whittier, California, is the largest cemetery in the world with more than 1,400 acres of memorial property. it provides funeral services to more than 9,000 families per year.

Centrally located in Southern California, Rose Hills serves a multi-cultural population. LA ads will provide the overall branding and marketing messages that will be the umbrella for all Rose Hills' efforts in the coming year. Rose Hills will use additional specialized advertising agencies to reach markets in targeted ethnic communities.

"We're honored to be working with Rose Hills," said agency president Dan Katz, who has been working with funeral industry clients since the mid-90s. "As a memorial park and funeral services provider, Rose Hills is the crown jewel. What they do, others in the industry see and take note of."

"Many people are surprised at the range of options available at Rose Hills that are creative, affordable and in keeping with the changing times," said Katz. "The agency's most important task is to communicate the value that Rose Hills brings to its families while making the Rose Hills name recognizable as the top choice for any kind of funeral."

Rose Hills is owned by SCI - Service Corporation International, publicly traded on the NYSE,

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## ABOUT LA ads

LA ads is a full-service marketing agency that brands itself an "Agent of Change," providing offline and online marketing solutions for a wide range of clients, from food producers to hospitals to financial services. In addition to Rose Hills, the agency was recently selected to provide marketing support to Skylight California, an aerial advertising business based in Long Beach, CA.

For more information, contact Dan Katz or Rolf Gutknecht at LA ads at (800) 991-0625 or [rolfg@laadsmarketing.com](mailto:rolfg@laadsmarketing.com). The agency website is [www.laadsmarketing.com](http://www.laadsmarketing.com).

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