

UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION

COMMISSIONERS: Deborah Platt Majoras, Chairman
Pamela Jones Harbour
Jon Leibowitz
William E. Kovacic
J. Thomas Rosch

_____)
In the Matter of)
)
Service Corporation International,)
a corporation, and) Docket No. C-4174
)
Alderwoods Group, Inc.,)
a corporation.)
_____)

ORDER TO HOLD SEPARATE AND MAINTAIN ASSETS

The Federal Trade Commission (“Commission”) having initiated an investigation of the proposed acquisition by Respondent Service Corporation International (“SCI”) of the outstanding voting securities of Respondent Alderwoods Group, Inc. (“Alderwoods”), hereinafter referred to collectively as “Respondents,” and Respondents having been furnished thereafter with a copy of the draft of Complaint that the Bureau of Competition proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge Respondents with violations of Section 7 of the Clayton Act, as amended, 15 U.S.C. § 18, and Section 5 of the Federal Trade Commission Act, as amended, 15 U.S.C. § 45; and

Respondents, their attorneys, and counsel for the Commission having thereafter executed an Agreement Containing Consent Orders (“Consent Agreement”), containing an admission by Respondents of all the jurisdictional facts set forth in the aforesaid draft of Complaint, a statement that the signing of said Consent Agreement is for settlement purposes only and does not constitute an admission by Respondents that the law has been violated as alleged in such Complaint, or that the facts as alleged in such Complaint, other than jurisdictional facts, are true, and waivers and other provisions as required by the Commission’s Rules; and

The Commission having thereafter considered the matter and having determined that it had reason to believe that Respondents have violated the said Acts, and that a Complaint should issue stating its charges in that respect, and having determined to accept the executed Consent

Agreement and to place such Consent Agreement containing the Decision and Order on the public record for a period of thirty (30) days for the receipt and consideration of public comments, now in further conformity with the procedure described in Commission Rule 2.34, 16 C.F.R. § 2.34, the Commission hereby issues its Complaint, makes the following jurisdictional findings and issues this Order to Hold Separate and Maintain Assets (“Hold Separate”):

1. Respondent SCI is a corporation organized, existing, and doing business under, and by virtue of, the laws of the State of Texas, with its office and principal place of business located at 1929 Allen Parkway, Houston, Texas 77019.
2. Respondent Alderwoods is a corporation organized, existing, and doing business under, and by virtue of, the laws of the State of Delaware, with its office and principal place of business located at 311 Elm Street, Suite 1000, Cincinnati, Ohio 45202.
3. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding and of the Respondents and the proceeding is in the public interest.

ORDER

I.

IT IS ORDERED that, as used in this Hold Separate, the following definitions, and all other definitions used in the Consent Agreement and the proposed Decision and Order (and when made final, the Decision and Order), shall apply:

- A. “Additional Held Separate Businesses” means all activities conducted by Alderwoods, prior to the Acquisition, at the locations identified in Appendix C of this Hold Separate, relating to the provision of Funeral Services or Cemetery Services.
- B. “Decision and Order” means the:
 1. Proposed Decision and Order contained in the Consent Agreement in this matter until the issuance and service of a final Decision and Order by the Commission; and
 2. Final Decision and Order issued by the Commission following the issuance and service of a final Decision and Order by the Commission.
- C. “Divestiture Date” means, with regard to any Divestiture Business, the date on which Respondents (or a Divestiture Trustee) close on the divestiture of that Divestiture Business completely and as required by Paragraph II (or Paragraph VI) of the Decision and Order to an Acquirer approved by the Commission.

- D. “Held Separate Business” means the Alderwoods Divestiture Assets, Alderwoods Divestiture Businesses, all full-time, part-time, or contract employees of the Alderwoods Divestiture Businesses (“Held Separate Business employees”), and the Additional Held Separate Businesses.
- E. “Hold Separate” means this Order to Hold Separate and Maintain Assets.
- F. “Hold Separate Period” means the time period during which the Hold Separate is in effect, which shall begin on the Acquisition Date and terminate pursuant to Paragraph VI hereof.
- G. “Interim Monitor” means the Person appointed pursuant to Paragraph II.D. of this Hold Separate.
- H. “Orders” means the Decision and Order and this Hold Separate.

II.

IT IS FURTHER ORDERED that:

- A. During the Hold Separate Period, Respondents shall hold the Held Separate Business separate, apart, and independent as required by this Hold Separate and shall vest the Held Separate Business with all rights, powers, and authority necessary to conduct its business. Respondents shall not exercise direction or control over, or influence directly or indirectly, the Held Separate Business or any of its operations, or the Interim Monitor, except to the extent that Respondents must exercise direction and control over the Held Separate Business as is necessary to assure compliance with this Hold Separate, the Consent Agreement, the Decision and Order, and all applicable laws.
- B. During the Hold Separate Period, Respondents shall:
 - 1. Take such actions as are necessary to maintain the full economic viability, marketability and competitiveness of the Divestiture Businesses and to prevent the destruction, removal, wasting, deterioration, or impairment of any of the Divestiture Businesses, except for ordinary wear and tear; and
 - 2. Not sell, transfer, encumber or otherwise impair the full economic viability, marketability or competitiveness of the Divestiture Businesses.
- C. From the date Respondents execute the Consent Agreement until the Hold Separate Period begins, Respondent Alderwoods shall take such actions as are necessary to maintain and assure the continued maintenance of the full economic viability, marketability and competitiveness of the Held Separate Business, and prevent the

destruction, removal, wasting, deterioration, or impairment of any of the assets, except for ordinary wear and tear.

- D. Respondents shall hold the Held Separate Business separate, apart, and independent of SCI and Alderwoods on the following terms and conditions:
1. William E. Rowe shall serve as Interim Monitor, pursuant to the agreement executed by the Interim Monitor and Respondents and attached as Confidential Appendix A (“Monitor Agreement”).
 - (a) Respondents shall, no later than one (1) day after the Acquisition Date, pursuant to the Monitor Agreement, transfer to and confer upon the Interim Monitor all rights, powers, and authority necessary to permit the Interim Monitor to perform his duties and responsibilities pursuant to this Hold Separate, in a manner consistent with the purposes of the Decision and Order and in consultation with Commission staff, and shall include in the Monitor Agreement all provisions necessary to effectuate this requirement.
 - (b) The Monitor Agreement shall require that the Interim Monitor shall act in a fiduciary capacity for the benefit of the Commission.
 - (c) The Interim Monitor shall have the responsibility for monitoring the organization of the Held Separate Business; supervising the management of the Held Separate Business by the Manager; maintaining the independence of the Held Separate Business; and monitoring Respondents’ compliance with their obligations pursuant to the Orders, including maintaining the viability, marketability and competitiveness of the Divestiture Businesses pending divestiture.
 - (d) Subject to all applicable laws and regulations, the Interim Monitor shall have full and complete access to all personnel, books, records, documents and facilities of the Divestiture Businesses and Additional Held Separate Businesses, and to any other relevant information as the Interim Monitor may reasonably request including, but not limited to, all documents and records kept by Respondents in the ordinary course of business that relate to the Divestiture Businesses and Additional Held Separate Businesses. Respondents shall develop such financial or other information as the Interim Monitor may reasonably request and shall cooperate with the Interim Monitor. Respondents shall take no action to interfere with or impede the Interim Monitor’s ability to monitor Respondents’ compliance with this Hold Separate, the Consent Agreement or the Decision and Order

or otherwise to perform his duties and responsibilities consistent with the terms of this Hold Separate.

- (e) The Interim Monitor shall have the authority to employ, at the cost and expense of Respondents, such consultants, accountants, attorneys, and other representatives and assistants as are reasonably necessary to carry out the Interim Monitor's duties and responsibilities.
- (f) The Commission may require the Interim Monitor and each of the Interim Monitor's consultants, accountants, attorneys, and other representatives and assistants to sign an appropriate confidentiality agreement relating to materials and information received from the Commission in connection with performance of the Interim Monitor's duties.
- (g) Respondents may require the Interim Monitor and each of the Interim Monitor's consultants, accountants, attorneys, and other representatives and assistants to sign an appropriate confidentiality agreement; *provided, however,* such agreement shall not restrict the Interim Monitor from providing any information to the Commission.
- (h) Thirty (30) days after the Acquisition Date, and every thirty (30) days thereafter until the Hold Separate terminates, the Interim Monitor shall report in writing to the Commission concerning the efforts to accomplish the purposes of this Hold Separate. Included within that report shall be the Interim Monitor's assessment of the extent to which the businesses comprising the Divestiture Businesses and Additional Held Separate Businesses are meeting (or exceeding) their projected goals as are reflected in operating plans, budgets, projections or any other regularly prepared financial statements.
- (i) If the Interim Monitor ceases to act or fails to act diligently and consistent with the purposes of this Hold Separate, the Commission may appoint a substitute Interim Monitor consistent with the terms of this Hold Separate, subject to the consent of Respondents, which consent shall not be unreasonably withheld. If Respondents have not opposed, in writing, including the reasons for opposing, the selection of the substitute Interim Monitor within ten (10) days after notice by the staff of the Commission to Respondents of the identity of any substitute Interim Monitor, Respondents shall be deemed to have consented to the selection of the proposed substitute Interim Monitor. Respondents and the substitute Interim Monitor shall execute a Monitor Agreement, subject to the approval of the Commission, consistent with this paragraph.

- (j) The Interim Monitor shall serve until the day after the Divestiture Date pertaining to the last divestiture of a business or asset within the Divestiture Businesses; *provided, however*, that the Commission may extend or modify this period as may be necessary or appropriate to accomplish the purposes of the Orders.
2. No later than one (1) day after the Acquisition Date, Respondents shall enter into a management agreement with, and shall transfer all rights, powers, and authority necessary to manage and maintain the Held Separate Business, to Ron Collins (“Manager”).
- (a) In the event that the aforementioned individual declines an offer to act as a Manager, or accepts the position of Manager and subsequently ceases to act as a Manager, then Respondents shall select a substitute Manager, subject to the approval of the Commission, and transfer to the substitute Manager all rights, powers and authorities necessary to permit the substitute Manager to perform his/her duties and responsibilities, pursuant to this Hold Separate.
 - (b) The Manager shall report directly and exclusively to the Interim Monitor and shall manage the Held Separate Business independently of the management of Respondents. The Manager shall not be involved, in any way, in the operations of the other businesses of Respondents during the term of this Hold Separate.
 - (c) The management agreement between Respondents and the Manager shall provide that:
 - (1) Respondents shall provide the individual who agrees to serve as Manager with reasonable financial incentives to undertake this position. Such incentives shall include a continuation of all employee benefits, including regularly scheduled raises, bonuses, vesting of pension benefits (as permitted by law), and additional incentives as may be necessary to assure the continuation and prevent any diminution of the Held Separate Business’s viability, marketability and competitiveness until the applicable Divestiture Date(s) have occurred, and as may otherwise be necessary to achieve the purposes of this Hold Separate; and
 - (2) Respondents shall, at the option of the Manager, offer to continue the Manager’s employment for a period of no less than one (1) year following the Manager’s acceptable completion of service as a Manager at terms no less favorable than those pursuant to which

the Manager was employed prior to the Acquisition; *provided, however,* this requirement shall not apply if the Manager was removed from service for cause.

- (d) The Manager shall make no material changes in the ongoing operations of the Held Separate Business except with the approval of the Interim Monitor, in consultation with the Commission staff.
 - (e) The Manager shall have the authority, with the approval of the Interim Monitor, to remove Held Separate Business employees and replace them with others of similar experience or skills. If any Person ceases to act or fails to act diligently and consistent with the purposes of this Hold Separate, the Manager, in consultation with the Interim Monitor, may request Respondents to, and Respondents shall, appoint a substitute Person, which Person the Manager shall have the right to approve.
 - (f) In addition to Held Separate Business employees, the Manager may, with the approval of the Interim Monitor, employ such Persons as are reasonably necessary to assist the Manager in managing the Held Separate Business.
 - (g) The Interim Monitor shall be permitted, in consultation with the Commission staff, to remove the Manager for cause. Within fifteen (15) days after such removal of the Manager, Respondents shall appoint a replacement Manager, subject to the approval of the Commission, on the same terms and conditions as provided in this paragraph.
3. The Interim Monitor and the Manager shall serve, without bond or other security, at the cost and expense of Respondents, on reasonable and customary terms commensurate with the person's experience and responsibilities.
 4. Respondents shall indemnify the Interim Monitor and Manager and hold each harmless against any losses, claims, damages, liabilities, or expenses arising out of, or in connection with, the performance of the Interim Monitor's or the Manager's duties, including all reasonable fees of counsel and other expenses incurred in connection with the preparation for, or defense of any claim, whether or not resulting in any liability, except to the extent that such liabilities, losses, damages, claims, or expenses result from misfeasance, gross negligence, willful or wanton acts, or bad faith by the Interim Monitor or the Manager.
 5. The Held Separate Business shall be staffed with sufficient employees to maintain the viability and competitiveness of the Held Separate Business. To the extent that such employees leave or have left the Held Separate Business prior to the

Divestiture Date, the Manager, with the approval of the Interim Monitor, may replace departing or departed employees with persons who have similar experience and expertise or determine not to replace such departing or departed employees.

6. In connection with support services or products not included within the Held Separate Business, Respondents shall continue to provide, or offer to provide, the same support services to the Held Separate Business as customarily have been or are being provided to such businesses by Respondent Alderwoods as of the date the Consent Agreement is signed by Respondent Alderwoods. For any services or products that Respondents may provide to the Held Separate Business, Respondents may charge no more than the same price they charge others for the same services or products. Respondents' personnel providing such services or products must retain and maintain all Confidential Business Information of or pertaining to the Held Separate Business on a confidential basis, and, except as is permitted by this Hold Separate, such persons shall be prohibited from disclosing, providing, discussing, exchanging, circulating, or otherwise furnishing any such information to or with any person whose employment involves any of Respondents' businesses, other than the Held Separate Business. Such personnel shall also execute confidentiality agreements prohibiting the disclosure of any Confidential Business Information of the Held Separate Business.
 - (a) Respondents shall offer to the Held Separate Business any services and products that Respondents provide, in the ordinary course of their businesses, to their other businesses directly or through third party contracts, or that they have provided in the ordinary course of their businesses directly or through third party contracts to the businesses constituting the Held Separate Business at any time since March 31, 2006. The Held Separate Business may, at the option of the Manager with the approval of the Interim Monitor, obtain such services and products from Respondents. Subject to the foregoing, the services and products that Respondents shall offer the Held Separate Business shall include, but shall not be limited to, the following:
 - (1) human resources and administrative services, including but not limited to payroll processing, labor relations support, pension administration, and procurement and administration of employee benefits, including health benefits;
 - (2) federal and state regulatory compliance and policy development services;
 - (3) environmental health and safety services, which are used to

develop corporate policies and insure compliance with federal and state regulations and corporate policies;

- (4) financial accounting services;
 - (5) preparation of tax returns;
 - (6) audit services;
 - (7) information technology support services;
 - (8) processing of accounts payable and accounts receivable;
 - (9) technical support;
 - (10) procurement of supplies;
 - (11) maintenance and repair of facilities;
 - (12) procurement of goods and services utilized in the ordinary course of business by the Held Separate Business; and
 - (13) legal services.
- (b) The Held Separate Business shall have, at the option of the Manager with the approval of the Interim Monitor, the ability to acquire services and products from third parties unaffiliated with Respondents.

7. Respondents shall provide the Held Separate Business with sufficient financial and other resources:

- (a) as are appropriate in the judgment of the Interim Monitor to operate the Held Separate Business as it is currently operated;
- (b) to perform all maintenance to, and replacements of, the assets of the Held Separate Business;
- (c) to carry on existing and planned capital projects and business plans; and
- (d) to maintain the viability, competitiveness, and marketability of the Held Separate Business.

Such financial resources to be provided to the Held Separate Business shall include, but shall not be limited to, (i) general funds, (ii) capital, (iii) working capital, and (iv) reimbursement for any operating losses, capital losses, or other losses; *provided, however*, that, consistent with the purposes of the Decision and Order and in consultation with the Interim Monitor, the Manager may reduce in scale or pace any capital or research and development project, or substitute any capital or research and development project for another of the same cost.

8. Respondents shall cause the Interim Monitor, the Manager, and each of Respondent SCI's employees having access to Confidential Business Information of or pertaining to the Held Separate Business to submit to the Commission a signed statement that the individual will maintain the confidentiality required by the terms and conditions of this Hold Separate. These individuals must retain and maintain all Confidential Business Information of or pertaining to the Held Separate Business on a confidential basis and, except as is permitted by this Hold Separate, such Persons shall be prohibited from disclosing, providing, discussing, exchanging, circulating, or otherwise furnishing any such information to or with any other Person whose employment involves any of Respondents' businesses or activities other than the Held Separate Business.
9. Except for the Manager, Held Separate Business employees, and support services employees involved in providing services to the Held Separate Business pursuant to this Hold Separate, and except to the extent provided in this Hold Separate, Respondents shall not permit any other of its employees, officers, or directors to be involved in the operations of the Held Separate Business.
10. Respondents' employees (excluding the Held Separate Business employees and employees involved in providing support services to the Held Separate Business pursuant to Paragraph II.D.6.) shall not receive, or have access to, or use or continue to use any Confidential Business Information of the Held Separate Business not in the public domain except:
 - (a) as required by law; and
 - (b) to the extent that necessary information is exchanged:
 - (1) in the course of consummating the Acquisition;
 - (2) in negotiating agreements to divest assets pursuant to the Consent Agreement and engaging in related due diligence;
 - (3) in complying with this Hold Separate or the Consent Agreement;

- (4) in overseeing compliance with policies and standards concerning the safety, health and environmental aspects of the operations of the Held Separate Business and the integrity of the financial controls of the Held Separate Business;
- (5) in defending legal claims, investigations or enforcement actions threatened or brought against or related to the Held Separate Business; or
- (6) in obtaining legal advice.

Nor shall the Manager or any Held Separate Business employees receive or have access to, or use or continue to use, any Confidential Business Information not in the public domain about Respondents and relating to Respondents' businesses, except such information as is necessary to maintain and operate the Held Separate Business. Respondents may receive aggregate financial and operational information relating to the Held Separate Business only to the extent necessary to allow Respondents to comply with the requirements and obligations of the laws of the United States and other countries, to prepare consolidated financial reports, tax returns, reports required by securities laws, and personnel reports, and to comply with this Hold Separate. Any such information that is obtained pursuant to this subparagraph shall be used only for the purposes set forth in this subparagraph.

- 11. Respondents and the Held Separate Business shall jointly implement, and at all times during the Hold Separate Period maintain in operation, a system, as approved by the Interim Monitor, of access and data controls to prevent unauthorized access to or dissemination of Confidential Business Information of the Held Separate Business, including, but not limited to, the opportunity by the Interim Monitor, on terms and conditions agreed to with Respondents, to audit Respondents' networks and systems to verify compliance with this Hold Separate.
- 12. No later than five (5) days after the Acquisition Date, Respondents shall establish written procedures, subject to the approval of the Interim Monitor, covering the management, maintenance, and independence of the Held Separate Business consistent with the provisions of this Hold Separate.
- 13. No later than five (5) days after the date this Hold Separate becomes final, Respondents shall circulate to employees of the Held Separate Business, and to persons who are employed in Respondents' businesses that compete with the Held Separate Business, a notice of this Hold Separate and the Consent Agreement, in the form attached hereto as Appendix B.

- E. Among other things as may be necessary to preserve the marketability, economic viability, and competitiveness of the SCI Divestiture Assets and SCI Divestiture Businesses, Respondents shall:
1. Maintain the operations of the SCI Divestiture Businesses in the regular and ordinary course of business and in accordance with past practice (including regular repair and maintenance of the SCI Divestiture Assets);
 2. Provide sufficient working capital to operate the SCI Divestiture Businesses at least at current rates of operation, to meet all capital calls with respect to the SCI Divestiture Businesses and to carry on, at least at their scheduled pace, all capital projects, business plans and promotional activities for the SCI Divestiture Businesses;
 3. Make available for use by the SCI Divestiture Businesses funds sufficient to perform all routine maintenance and all other maintenance as may be necessary to, and all replacements of, the SCI Divestiture Assets;
 4. Continue, at least at their scheduled pace, any additional expenditures for the SCI Divestiture Businesses authorized prior to the date the Consent Agreement was signed by Respondents including, but not limited to, all marketing expenditures;
 5. Use best efforts to maintain and increase sales of the SCI Divestiture Businesses, and to maintain at budgeted levels for the year 2006 or the current year, whichever are higher, all administrative, technical, and marketing support for the SCI Divestiture Businesses;
 6. Provide such support services to the SCI Divestiture Businesses as were being provided to these businesses as of the date the Consent Agreement was signed by Respondents;
 7. Maintain a work force at least as equivalent in size, training, and expertise to what has been associated with the SCI Divestiture Businesses prior to the Acquisition;
 8. Assure that Respondents' employees with primary responsibility for managing and operating the SCI Divestiture Businesses are not transferred or reassigned to other areas within Respondents' organizations except for transfer bids initiated by employees pursuant to Respondents' regular, established job posting policy; and
 9. Use best efforts to preserve and maintain the existing relationships with customers, suppliers, vendors, private and governmental entities, and others having business relations with the SCI Divestiture Businesses.

- F. Until the respective Divestiture Date for each business within the Divestiture Businesses has occurred, Respondents shall provide the relevant Divestiture Business Employees with reasonable financial incentives to continue in their positions consistent with past practices and/or as may be necessary to preserve the marketability, viability and competitiveness of the relevant Divestiture Businesses pending divestiture. Such incentives shall include a continuation of all employee benefits, including regularly scheduled raises, bonuses, vesting of pension benefits (as permitted by law), and additional incentives as may be necessary to assure the continuation and prevent any diminution of the viability, marketability and competitiveness of each business within the Divestiture Businesses until the applicable Divestiture Date(s) occur(s), and as may otherwise be necessary to achieve the purposes of this Hold Separate.
- G. From the date Respondents execute the Consent Agreement until this Hold Separate terminates, Respondents shall not, directly or indirectly, solicit, induce, or attempt to solicit or induce any Divestiture Business Employee(s) for a position of employment with Respondents. The Acquirer shall have the option of offering employment to any Divestiture Business Employee(s). Respondents shall not interfere with the employment by the Acquirer of such employees; shall not offer any incentive to such employees to decline employment with the Acquirer or to accept other employment with the Respondents; and shall remove any impediments that may deter such employees from accepting employment with the Acquirer including, but not limited to, any non-compete or confidentiality provisions of employment or other contracts that would affect the ability of such employees to be employed by the Acquirer, and the payment, or the transfer for the account of the employee, of all current and accrued bonuses, pensions and other current and accrued benefits to which such employees would otherwise have been entitled had they remained in the employment of the Respondents.
- H. Respondents shall not, directly or indirectly, solicit, induce or attempt to solicit or induce any Divestiture Business Employee(s) who have accepted offers of employment with the Acquirer, or who are employed by the Acquirer, to terminate their employment relationship with the Acquirer; *provided, however*, a violation of this provision will not occur if: (1) the person's employment has been terminated by the Acquirer, (2) Respondents advertise for employees in newspapers, trade publications, or other media not targeted specifically at the employees, or (3) Respondents hire employees who apply for employment with Respondents, so long as such employees were not solicited by Respondents in violation of this paragraph.
- I. The purpose of this Hold Separate is to: (1) preserve the assets and businesses within the Held Separate Business as viable, competitive, and ongoing businesses independent of Respondents until the divestitures required by the Decision and Order are achieved; (2) assure that no Confidential Business Information is exchanged between Respondents and the Held Separate Business, except in accordance with the provisions of this Hold Separate; (3) prevent interim harm to competition pending the relevant divestitures and other relief; and (4) maintain the full economic viability, marketability and

competitiveness of all of the business(es) associated with the Divestiture Businesses, and prevent the destruction, removal, wasting, deterioration, or impairment of any of the Divestiture Businesses except for ordinary wear and tear.

III.

IT IS FURTHER ORDERED that until such time as Respondents have either terminated the Dignity Memorial Affiliate Agreement with each Dignity Affiliate in accordance with the requirements of Paragraph III.A.1. of the Decision and Order or divested the correlating Alternative Divestiture Assets pursuant to Paragraph III.A.2. of the Decision and Order, Respondents shall not, directly or indirectly, or through any corporate or other device, enter into or enforce any agreement, or exchange or facilitate in any manner, the exchange or transfer of information from Respondents to any current or former Dignity Affiliate, regarding actual, suggested, or future prices, or other terms or conditions of sale, of Funeral Services; *provided, however,* that nothing herein shall prohibit Respondents from enforcing their Intellectual Property rights as to “Dignity” (including “Dignidad,” “Dignite” and other translations of Dignity into languages other than English) and “Dignity Memorial.”

IV.

IT IS FURTHER ORDERED that Respondents shall notify the Commission at least thirty (30) days prior to any proposed (1) dissolution of Respondents, (2) acquisition, merger or consolidation of Respondents, or (3) any other change in Respondents that may affect compliance obligations arising out of this Hold Separate, including but not limited to assignment, the creation or dissolution of subsidiaries, or any other change in Respondents.

V.

IT IS FURTHER ORDERED that, for the purpose of determining or securing compliance with this Hold Separate, and subject to any legally recognized privilege, and upon written request with reasonable notice to Respondents, relating to compliance with this Hold Separate, Respondents shall permit any duly authorized representative of the Commission:

- A. Access, during office hours of Respondents and in the presence of counsel, to all facilities, and access to inspect and copy all books, ledgers, accounts, correspondence, memoranda and all other records and documents in the possession or under the control of Respondents; and
- B. Upon five (5) days’ notice to Respondents and without restraint or interference from Respondents, to interview officers, directors, or employees of Respondents, who may have counsel present.

VI.

IT IS FURTHER ORDERED that this Hold Separate shall terminate at the earlier of:

- A. Three (3) business days after the Commission withdraws its acceptance of the Consent Agreement pursuant to the provisions of Commission Rule 2.34, 16 C.F.R. § 2.34; or
- B. The day after the Divestiture Date pertaining to the last divestiture of a business or asset within the Divestiture Businesses required to be divested pursuant to the Decision and Order; *provided, however*, that (1) each of the Alderwoods Divestiture Businesses identified in Appendix B of the Decision and Order shall be included in the Held Separate Business only until such business is divested pursuant to Paragraph II.A. of the Decision and Order, (2) each of the Alderwoods Divestiture Businesses identified in Appendix D of the Decision and Order shall be included in the Held Separate Business only until (i) such business is divested pursuant to Paragraph III.A. of the Decision and Order, or (ii) Respondents have terminated the Dignity Memorial Affiliate Agreement with the corresponding Dignity Affiliate in each relevant market pursuant to Paragraph III.A. of the Decision and Order, and (3) each business identified in Appendix C of this Hold Separate shall be included in the Held Separate Business only until Respondents have divested the corresponding SCI Divestiture Businesses in each relevant market pursuant to Paragraph II.A. of the Decision and Order.

By the Commission.

Donald S. Clark
Secretary

SEAL

ISSUED: November 21, 2006

Confidential Appendix A

[Redacted from the Public Record Version But Incorporated by Reference]

Appendix B

NOTICE OF DIVESTITURE AND REQUIREMENT FOR CONFIDENTIALITY

Service Corporation International (“SCI”) and Alderwoods Group, Inc. (“Alderwoods”), referred to as “Respondents,” have entered into an Agreement Containing Consent Orders (“Consent Agreement”) with the Federal Trade Commission (“Commission”) providing for divestiture of certain businesses and assets and other relief, in connection with the acquisition of Alderwoods by SCI.

Under the terms of the Consent Agreement, SCI must divest the SCI businesses and assets at the locations identified in Appendix ____ (attached), and the Alderwoods businesses and assets at the locations identified in the Appendix ____ (attached), to persons approved by the Commission and in a manner acceptable to the Commission, within 180 days of the consummation of SCI’s acquisition of Alderwoods.

As used in the Consent Agreement, the term “Held Separate Business” means the Alderwoods businesses and assets identified in Appendix ____, and all full-time, part-time or contract employees of those businesses. During the Hold Separate Period, which begins on the date SCI acquires Alderwoods and ends after SCI has completed the required divestitures, SCI must hold the Held Separate Business separate, apart, and independent from SCI’s other businesses. The businesses within the Held Separate Business must be maintained as ongoing, competitive businesses, independent of all other businesses of SCI, until SCI has completed the required divestitures. All competitive information relating to the businesses within the Held Separate Business must be retained and maintained on a confidential basis by the persons who have been and continue to be involved in the operations or sale of any of the businesses within the Held Separate Business. Except as provided in the Decision and Order or the Hold Separate, all such persons are prohibited from disclosing, providing, discussing, exchanging, circulating, or otherwise furnishing any such information to or with any other person employed by SCI or whose employment relates to any of SCI’s businesses other than the Held Separate Business, and may be required to sign a statement agreeing to keep such information confidential. Similarly, persons involved in similar activities with respect to SCI’s businesses are prohibited from disclosing, providing, discussing, exchanging, circulating, or otherwise furnishing any similar SCI information to or with any other person whose employment involves the Held Separate Business, except as otherwise provided in the Consent Agreement.

In addition, until divestiture occurs, Respondents must take such actions as are necessary to maintain the economic viability, marketability, and competitiveness of each of the SCI businesses and assets identified in Appendix ____, and each of the Alderwoods businesses and assets identified in Appendix ____, and must prevent the destruction, removal, wasting, deterioration, sale, disposition, transfer, or impairment of these businesses and assets except for ordinary wear and tear.

The Commission has appointed [Name] to serve as Interim Monitor until the divestitures are completed to oversee compliance with the hold separate and asset maintenance requirements of the Consent Agreement. [Name] can be contacted at: [toll free number; e-mail address]

Because any violation of the Consent Agreement may subject Respondents to civil penalties and other relief as provided by law, it is important that the letter and spirit of the Consent Agreement be honored.

Appendix C

Additional Held Separate Businesses

Relevant Market	FH/CE	Name	Property Address
Abilene, TX	FH	Elliott-Hamil Funeral Home	5701 U.S. Highway 277S Abilene, TX
Abilene, TX	FH	Elliott-Hamil Funeral Home	542 Hickory St. Abilene, TX
Abilene, TX	FH	Community Memorial Funeral Home	1443 N. 2 nd St. Abilene, TX
Abilene, TX	CE	Elliott-Hamil Garden of Memory	5701 U.S. Highway 277S Abilene, TX
Alhambra, CA	FH	Rose Hills Mortuary	205 S. Chapel Ave. Alhambra, CA
Cartersville, GA	FH	Owen Funeral Home	12 Collins Drive Cartersville, GA
Fort Myers, FL	FH	Lee Memorial Park Funeral Home	12777 State Road 82 Fort Myers, FL
Fort Myers, FL	FH	Phil Kiser Funeral Home	9231 Cypress Lake Dr. Fort Myers, FL
Fort Myers, FL	CE	Coral Ridge Cemetery	1630 SW Pine Island Rd. Cape Coral, FL
Fort Myers, FL	CE	Lee Memorial Park	12777 State Road 82 Fort Myers, FL
Gonzales, LA	FH	Ourso Funeral Home	13533 Airline Highway Gonzalez, LA
Greensboro, NC	FH	Hanes-Lineberry Funeral Service	515 N. Elm St. Greensboro, NC
Greensboro, NC	FH	Hanes-Lineberry Funeral Service	1900 Vanstory St. Greensboro, NC
Greensboro, NC	FH	Hanes-Lineberry Funeral Service	6000 High Point Rd. Greensboro, NC

Relevant Market	FH/CE	Name	Property Address
Greensboro, NC	FH	Sensible Alternatives	3601 Whitehurst Rd. Greensboro, NC
Lansing, MI	FH	Gorsline Runciman Funeral Homes	111 S. Franklin St. Dewitt, MI
Lansing, MI	FH	Gorsline Runciman Funeral Homes	1730 E. Grand River Ave. E. Lansing, MI
Lansing, MI	FH	Gorsline Runciman Funeral Homes	900 E. Michigan Ave. Lansing, MI
Lansing, MI	FH	Gorsline Runciman Funeral Homes	621 S. Jefferson St. Mason, MI
Lansing, MI	FH	Gorsline Runciman Funeral Homes	205 E. Middle St. Williamston, MI
Macon, GA	CE	Macon Memorial Park	3969 Mercer University Dr. Macon, GA
Merced, CA	FH	Stratford Evans Merced Funeral Home	1490 B Street Merced, CA
Meridian, MS	FH	Barham Funeral Home	7774 Highway 39 #A Meridian, MS
Meridian, MS	FH	Stephens Funeral Home	2800 Old North Hills St. Meridian, MS
Newton, MS	FH	Barham Funeral Home	Highway 15 N Newton, MS
Odessa, TX	FH	Frank W. Wilson Funeral Directors	4635 Oakwood Dr. Odessa, TX
Odessa, TX	FH	Hubbard-Kelly Funeral Home	601 N. Alleghany Ave. Odessa, TX
Odessa, TX	FH	Odessa Funeral Home Angeles Memorial Chapel	1700 N. Jackson Ave. Odessa, TX