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FrontRunner Professional unveils new strategic initiatives designed to help funeral professionals regain control of their obits, death notices and online memorial tributes.

Kingston ON. (February 17, 2010) FrontRunner Professional will unveil comprehensive series of initiatives designed to help empower the funeral profession to take back their property, take back their revenue streams and take back control of their obits, death notices and online memorial programs. The IMS Revolution: A revolutionary approach through a coalition of funeral professionals joining forces to solve a growing mutual concern.

“These initiatives include copyright embedded notices and disclaimers on all submitted obits and death notices, privacy and non solicitation legal warnings on guest books and online submissions, as well as other helpful legal advice and suggestions for all funeral homes,” explains FrontRunner Professional President Kevin Montroy. “We’ve developed a ‘for service’ as well as a ‘for profit’ stand-alone model of the powerful Book of Memories™, which can be adapted to any website. This truly is the profession’s most advanced and integrated online memorial tribute solution on the market,” Directors will finally have the opportunity to provide their families and communities a permanent online memorial that truly reflects their funeral homes’ professionalism, reputation and service standards.

Other components of these initiatives include an obit / death notice posting site and a search site for permanent online memorials that are controlled by local funeral homes that are free of advertising and solicitation designed to reaffirm the integrity of the funeral profession by upholding the dignity, privacy and respect in the eyes of the public and the families they serve.

ObitFind.com and TributeSearch.com™ will dramatically increase search engine rankings of the partnered funeral homes’ notices which in turn will allow more people to easily find service information and lend support to the family in their time of need. FrontRunner Professional will partner with Google to further link these two powerful systems. The search directory and obit posting sites will be available at no charge to all North American funeral homes which will allow them to keep any revenues they charge their clients for this posting service. Funeral homes that offer permanent online memorial websites to the public for a fee will also keep all revenues they charge, dramatically increasing profitability to the funeral home over other models.

Any funeral home can register online and immediately begin to upload all current and past services. These will remain online in perpetuity and direct the visitor back to the firm's website where they can learn more service details, place condolences, make donations, retrieve directions and discover more about the funeral home's offerings. FrontRunner Professional will also be working closely with other website and technology solution providers to develop a neutral conduit to allow any of their existing website and funeral home management clients to automatically upload notices to these directories.

The revenue opportunities available to funeral professionals under these comprehensive initiatives can easily double and triple that of anything else being taunted by other models. The key difference however is that funeral homes are in control.

"As a company of passionate funeral directors, we remain committed to always finding new ways to help maintain the integrity of our great profession and help our valued customers always be seen in a positive light and highly respected in the eyes of the public," says Montroy. "These new initiatives are a testament to those goals and ideals."

To learn more about these initiatives and how to become part of the revolution, call 1.866.748.3625 or visit www.IMSRevolution.com.