



January 7, 2011

Carriage Services Names Doug Gober as Director of Development and Marketing

HOUSTON, Jan. 7, 2011 /PRNewswire/ -- Carriage Services, Inc. (NYSE: CSV) announced today that Doug Gober has joined the Company as Director of Development and Marketing. Mr. Gober's role is to identify, develop and lead the execution of our training initiative. He will also develop methods to improve the service and merchandise offerings of the Company. He will report to Jay Dodds, Carriage's Executive Vice President and Chief Operating Officer.

Mr. Gober comes to Carriage from a leading manufacturer of memorialization products. There he served as Executive Director, responsible for national marketing and training programs. He also developed innovative sales and service programs for industry professionals, conducting seminars and speaking to conventions worldwide for more than 10 years. Prior to that he served as Executive Vice President for an international company that specialized in Merchandise Planning and Architectural Design for Funeral Homes in the US and Europe. Mr. Gober has earned numerous national awards from various organizations within the deathcare industry. He began his funeral service career thirty-two years ago as a sales representative in the casket industry.

"We are excited about the addition of Doug to the Carriage team," stated Jay Dodds. "He is a well established professional with a great reputation in our industry who will strengthen and promote our people strategies. Doug brings thirty-two years of experience across all facets of the Funeral and Cemetery business. I personally look forward to working closely with Doug. I am confident that under his leadership our training and development goals will be achieved."

Carriage Services is a leading provider of death care services and merchandise in the United States. Carriage operates 147 funeral homes in 25 states and 33 cemeteries in 12 states.

Certain statements made herein or elsewhere by, or on behalf of, the Company that are not historical facts are intended to be forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements are based on assumptions that the Company believes are reasonable; however, many important factors, as discussed under "Forward-Looking Statements and Cautionary Statements" in the Company's Annual Report and Form 10-K for the year ended December 31, 2009, could cause the Company's results in the future to differ materially from the forward-looking statements made herein and in any other documents or oral presentations made by, or on behalf of, the Company. The Company assumes no obligation to update or publicly release any revisions to forward-looking statements made herein or any other forward-looking statements made by, or on behalf of, the Company. A copy of the Company's Form 10-K, and other Carriage Services information and news releases, are available at www.carriageservices.com.

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