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Matthews International Marks New Era With Launch of Refreshed Logo

PITTSBURGH, Feb. 15, 2016 (GLOBE NEWSWIRE) -- Today, Matthews International (NASDAQ:MATW) unveils a brand system that marks a new era for the 166-year-old company. The branding change reflects the evolution of the company, as well as its vision for the future, while fully supporting its strategy to integrate its business segments and functions into a "One Matthews" organization.

This new visual architecture clearly defines the relationships between the corporation and its businesses, as well as provides continuity among them. The unified structure enhances Matthews' broader go-to-market strategy and clearly demonstrates that it is bonded together as one enterprise.

"While we operate in different segments and diverse markets, the refresh of our corporate image positions our company as strong and with a unified purpose," explains Joseph Bartolacci, President and CEO of Matthews International Corporation. "With the launch of our new visual architecture, we state loud and clear that we are now a fully integrated branded house."

The new corporate identity is clean, fluid, engineered and bold, exhibiting both the qualities of our product and the end-to-end experience we bring to the market. Its color is a vibrant red, signifying the transformative growth our company is experiencing.

The Memorialization segment logo and those of its sub-brands also boast new looks, drawing significantly from the style of the corporation's new image. The updated visage properly represents a growing business, following the segment's acquisition of Aurora Casket Company in 2015.

Although their visual identities did not change, the SGK Brand Solutions and Industrial segments, now promote their connection to Matthews International with defined relationship tags, i.e. "Matthews Automation Solutions is a Matthews International company." All segments, including Memorialization, will utilize some form of this brand signature to reinforce brand association and clarify each brand within Matthews.

"It is our spirit of collaboration and our ability to evolve that is critical in reaching our goals," says Bartolacci. "Throughout our transformation, we were and will continue to be guided by our shared One Matthews vision and values across segments, brands and geographies."

The new logos and brand structure will be implemented immediately across the Matthews organization. For more information regarding Matthews International's new brand architecture, please contact [Corporate Communications](#).

About Matthews International

Matthews International Corporation is a global provider of brand solutions, memorialization products and industrial automation solutions. The SGK Brand Solutions segment is a leader in the delivery of brand development, activation and deployment services that help build our clients' brands and consumers' desire for them. The Memorialization segment is a leading provider of memorialization products, including memorials, caskets and cremation equipment, primarily to cemetery and funeral home customers that help families move from grief to remembrance. The Industrial segment designs, manufactures and distributes marking, coding and industrial automation technologies and solutions. We have more than 10,000 employees in more than 25 countries on six continents that are committed to delivering the highest quality products and services.

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