



Media Release

Director and Chief Executive Officer Changes

18 December 2008, The Board of Directors of InvoCare Limited regretfully announced today the retirement of Mr Richard Davis as a Director and Chief Executive Officer of the Company, effective 31 December 2008.

InvoCare Limited Chairman, Mr. Ian Ferrier, paid tribute to the outstanding contribution Richard has made to the business during his 20 years with the Company for the majority of which he held the position of Chief Executive Officer.

“Richard successfully initiated and managed the growth of the business through a number of ownership changes, the most recent of which was the successful listing of the Company on the Australian Stock Exchange in 2003. During his term with the Company he was responsible for over 20 acquisitions, including Singapore Casket, the Company’s first international acquisition. Richard has helped grow the Company’s revenues from \$50m to \$228m and locations from 44 to 170.”

On 1 January 2009, Mr. Andrew Smith, InvoCare’s Chief Operating Officer and previously Chief Financial Officer, will succeed Richard as Director and Chief Executive Officer of the Company.

Ian Ferrier acknowledged that Andrew has extensive financial and commercial experience and this, combined with his proven focus on customer service and people, makes him an ideal leader to take InvoCare forward.

“The Board looks forward to Andrew continuing to build on the Company’s successes through its robust and proven business model, where growth comes both organically and via acquisitions. Andrew will be ably supported by what the Board regard as a very talented management team. Between them they have well over 100 years of management and industry experience, many of which have been gained under Richard’s stewardship.”

Importantly, Richard will continue to be a consultant to the Company allowing it to retain his wealth of experience. Richard will assist the Company in business development opportunities, as well as ensuring there is a smooth transition and continuity.

The internal appointment of Andrew has been possible due to the Company’s focus on succession. A biography for Andrew is set out in Appendix One.

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Chairman

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For immediate release

Appendix One:

Biography – Andrew Smith

Andrew Smith was appointed Chief Operating Officer of InvoCare in March 2007.

Prior to this Andrew was InvoCare's Chief Financial Officer, having commenced employment with the Company in January 2006.

Andrew is widely acknowledged for his focus on people development and delivering outstanding customer service.

Andrew also brings over 15 years of financial expertise and extensive commercial and retail experience in senior executive roles. These included Chief Financial Officer and Company Secretary of retailers Brazin Limited and Orotongroup Limited.

Andrew was also the Financial Controller for Sales and Marketing at a major international fast moving consumer goods company, an Internal Audit Manager for a global insurance company and a senior auditor at KPMG.

Andrew holds a Bachelor of Commerce from the University of Queensland and a Master of Business Administration (with Distinction) from the University of New England.

Andrew is a Justice of the Peace and also a member of the Institute of Chartered Accountants in Australia.