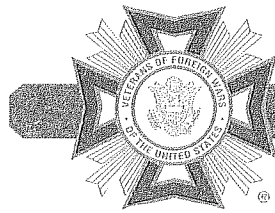


VETERANS OF FOREIGN WARS



OF THE UNITED STATES

406 West 34th Street, Kansas City, Missouri 64111

30 September 2009

To VFW Leadership:

Since 2001, the Dignity Memorial Funeral Program has been serving VFW members across the nation. Dignity has done an excellent job serving our members and creating a strong relationship with the VFW. That's why VFW National Headquarters continues to endorse Dignity Memorial.

Over the past eight years, thousands of VFW members have attended educational seminars hosted by Dignity Memorial. Each seminar offers a delicious free meal and valuable information about funeral preplanning and at-need services.

Another courtesy offered by Dignity is "The 10 Facts" brochure. The brochure was created to educate veterans about their VA burial benefits. The brochure is available to VFW departments, posts and members by calling 1-800-821-2606, opt 1. To find out more about Dignity Memorial, visit the website at www.dignitymemorial.com.

Please distribute this letter to your Posts and Post members in your department upon receipt. Program representatives will contact the department before contacting any Posts or Post members. **The VFW membership list is protected by a confidentiality agreement.** The VFW National Headquarters does not sell member names.

If you have any concerns or questions about this program, please contact Denise Edelman at National Headquarters at 1-800-821-2606, opt. 4, ext 723. Or email Denise at dedelman@vfw.org

Sincerely,

James J. Lierz, Manager
Member Insurance

JJL/kde