



Media Contact: Melissa Stevens
Melissa@stevensprgroup.com
713.419.0000

Everest to offer Tenzing™ to millions
for storage of important personal information
Secure cloud-based data vault added to online tools

HOUSTON, Texas, November 20, 2013 – Everest (everestfuneral.com), the first nationwide funeral planning and concierge service, today announced it is adding a proprietary online tool to its offerings for all clients. Tenzing™ was developed to satisfy the ever-increasing need to leverage technology and securely organize and store personal information. Tenzing will be made available to the more than 25 million people that have access to Everest's services in the United States and Canada.

Tenzing is a secure, cloud-based data vault for protecting, storing, updating and conveniently accessing important personal information. Financial records, user names and passwords, estate plans, memberships, photos and other important personal documents can all be safely archived. Tenzing provides immediate online access to valuable information while protecting users from unauthorized access to that personal data. This unique information storage platform firmly bonds Everest's concierge-level service and best-in-class security to protect valuable information.

Tenzing ensures confidentiality and integrity of digital information through the use of multiple layers of data encryption technologies, enhanced user authentication and industry-recognized best practices. Tenzing provides this enhanced level of security, keeping information safe and accessible 24/7/365.

“We developed Tenzing based on the escalating need by individuals to keep their personal data secure,” said Mark Duffey, president and CEO of Everest. “Who hasn't forgotten a password or where they “hid” information that is critical to their daily lives or their family's future? This new tool was created to provide secure storage for that information. Writing something down on a sticky note doesn't cut it in today's cyber-sensitive world.”

Named after Tenzing Norgay, one of the first two men to reach the summit of Mount Everest, Tenzing achieved worldwide fame for his attentive approach to climbing dangerous peaks and expertly guiding climbers to the summit of the world's tallest mountain.

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About Everest
everestfuneral.com

Everest is the first nationwide funeral planning and concierge service. An independent consumer advocate, Everest is available to more than 25 million individuals across the United States and Canada. Its sole purpose is to provide information to consumers when they need to make informed choices about funeral-related issues. Serving as an impartial advocate, Everest is not a funeral home, nor does it sell funeral goods or services and does not receive commissions from funeral homes or other service providers in the funeral industry. Everest's proprietary PriceFinder planning tool and live 24/7 advisors provide the confidence needed when making difficult, emotional decisions and offers pre-planning and at-need services.

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