



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK/McKAY HOCHMAN REDESIGN *RETIREMENT PLAN NEWS* PUBLICATION
Revamped publication offers customization options for providers, easy-to-read content for sponsors

ALBANY, NY, December 2, 2004 — Newkirk, a leading provider of printed and electronic communications for financial institutions, and McKay Hochman Co., Inc., a leading employee benefits consultant — and a division of Newkirk — have jointly announced the availability of a newly redesigned, reformatted *Retirement Plan News* newsletter that plan services providers can make available to their retirement plan sponsors.

“We have always wanted to bring the significant writing, design, and production resources of both Newkirk and McKay Hochman together on this project,” said Pete Newkirk, president of Newkirk. “This all-new publication represents the effective integration of our two companies — for the benefit of our clients,” he added.

“This is a significant event for McKay Hochman,” said Richard Hochman, president of McKay Hochman. “The launch of this completely retooled *Retirement Plan News* publication illustrates that our sponsor newsletter offers the very best aspects of both companies — in one professionally written and designed publication,” he added.

Retirement Plan News contains concise, high quality content written and edited by the employee benefits experts at MHCO and the retirement plan communications professionals at

Newkirk. The publication will help to keep plan sponsors up to date on developments and trends in today's rapidly changing retirement plan industry.

The new publication is available in printed or electronic format four or six times per year. Printed newsletters may be bulk shipped to providers or can be mailed to individual plan sponsors directly from Newkirk. Plan providers may take advantage of the significant customization opportunities provided by replacing the *Retirement Plan News* name with one of their own choosing and including their imprint at the bottom of the front page.

For more information regarding *Retirement Plan News*, please contact Newkirk by phone at 518-862-3226, or by e-mail at jharris@newkirk.com. Or you may visit www.newkirk.com.

About Newkirk

For over 30 years, Newkirk has developed creative solutions to communication issues faced by financial institutions, professional firms, and managed care organizations. For more information, visit www.newkirk.com or call 800-525-4237.

About McKay Hochman Company, Inc.

McKay Hochman (MHCO) is one of America's most respected and recognized consulting firms serving the employee benefits field since 1979. The firm has built its reputation as an innovator in developing unique products and technical services to help clients establish and administer IRS-approved retirement plans. In addition, MHCO created a niche as an expert prototype plan mass submitter serving financial institutions, attorneys, accountants, and consultants. MHCO is also a premier provider of live regional and online learning programs for retirement plan professionals. For information call 973-492-1880 or visit www.mhco.com.

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