

PRESS INFORMATION

Contact: Kassie Scholz
Phone: 518-862-3200
E-mail: kscholz@newkirk.com

FOR IMMEDIATE RELEASE

NEWKIRK LAUNCHES AUTOBOOK FOR QACA/EACA PLANS LOW-COST OPTION ALSO SATISFIES QDIA AND FEE DISCLOSURE REQUIREMENTS

ALBANY, NY, March 19, 2009 — Newkirk today announced the availability of *AutoBook*, an enrollment communication specially designed for QACA and EACA plans. The new plan-specific communication:

- Provides all necessary information to employees who are about to be automatically enrolled in a sponsor's plan, including opt-out instructions for plan participation, automatic deferral increase, and default investment.
- Incorporates QDIA notice information.
- Discloses administrative, participant, and investment fees.

The new booklet's 5½" x 8½" size lowers production costs and offers potential distribution savings for providers or sponsors who mail their materials to newly eligible participants.

"Automatic enrollment coupled with the use of target maturity funds as default investments is increasingly popular," said Pete Newkirk, president of Newkirk. "But it's a trend that comes with specific communication requirements, and that's what *AutoBook* responds to. Our product satisfies both the PPA's QACA notice requirements and the DOL's QDIA notice requirements."

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“We’ve also included sections on fee disclosure. Even though DOL’s proposal on fee disclosure was not adopted, disclosure of some kind will soon be required, and we’ve anticipated that need.”

Like Newkirk’s other enrollment materials, *AutoBook* is customized on a plan-by-plan basis. Users can optionally include additional information such as plan highlights and fund descriptions.

Pete Newkirk also noted, “As part of our *AutoBook* initiative, we’ve developed a production technique that allows us to print half-sized booklets. Our unit costs have been adjusted accordingly. In today’s economic climate, lower cost may prove as appealing to providers as the ability to satisfy participant communication requirements.”

About Newkirk

Newkirk and its subsidiary companies are leading-edge defined-contribution plan communication providers. For over 35 years, Newkirk has developed creative solutions to communication issues faced by financial institutions and professional firms focusing on 401(k), 457, 403(b), money purchase, and profit sharing plans.

For more information, visit www.newkirk.com or call 800-525-4237.

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