

PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK ANNOUNCES *LET'S TALK MONEY* NEWSLETTER ACQUISITION
Market Connections selects Newkirk's LTM Publishing to continue distribution.

ALBANY, NY, May 15, 2007 — Newkirk, a leading provider of communication solutions for the financial services industry, and Market Connections, Inc., which specializes in communications for the insurance and financial services, real estate, and dental marketplaces, today announced the sale of Market Connections' *Let's Talk Money*® newsletter to Newkirk. Financial details were not announced.

Let's Talk Money, a premium-quality, full-color, multiple-language publication offered in seven different versions, will be published by Newkirk's LTM Publishing, Inc. subsidiary. One of the most innovative financial services and life insurance newsletters in the industry, *Let's Talk Money* has been distributed by Toronto-based Market Connections for nine years.

"Newkirk has been serving the financial services industry, including the life insurance sector, for nearly all of our 35 years in business," said Peter Newkirk, president of Newkirk.

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”We feel the acquisition of *Let’s Talk Money* is a natural fit for our business, and we are ready to accept the challenge of meeting the high standards set by Market Connections in satisfying financial services and insurance representatives’ needs,” added James Salada, CEO of LTM Publishing Inc.

”We realized how similar Market Connections and Newkirk are, both in our approach to attentive customer service and dedication to providing the quality communication materials that financial professionals need in today’s marketplace,” said Danny Brown, CEO of Market Connections. “We’re confident that Newkirk’s LTM Publishing subsidiary is well-prepared to continue the high level of service that Market Connections has delivered,” Brown added.

Market Connections and LTM Publishing will be working closely over the next few months to ensure a smooth transition in production, sales and customer service during the transition. For more information about *Let’s Talk Money*, go to www.letstalkmoney.com.

About Newkirk/LTM Publishing, Inc.

Newkirk Products, Inc. is a nationally recognized publisher of marketing communications for financial institutions, health care organizations, and professional firms. Newkirk’s creative communications solutions for financial professionals include cost-effective booklets, brochures, newsletters, and seminar presentations. For more information, call 800-525-4237 or visit www.newkirk.com. LTM Publishing, Inc. is a wholly owned subsidiary of Newkirk.

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About Market Connections

Market Connections is a leading custom publisher for the North American marketplace.

From concept to distribution, Market Connections produces customized communication programs for financial, dental, and real estate professionals. In-house staff consist of dedicated creative services, document management, print-on-demand, publishing and distribution. For more information, go to *www.marketconnections.com*.

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