



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

MetroPlus Health Plan Awards Major Communications Contract to Newkirk Products, Inc.

ALBANY, NY, October 21, 2003 — MetroPlus Health Plan, Inc., a subsidiary of the New York City Health and Hospitals Corporation (HHC), today announced that it has awarded a three-year, multi-million-dollar contract for on-demand print production and fulfillment of its member communications materials to Newkirk Products, Inc. of Albany, NY. The contract specifies an initial three-year term, with two one-year optional extensions. The contract has a total estimated value of \$9 million.

“At MetroPlus, we put members first,” said Barbara Radin, MetroPlus’ Chief Executive Officer. “Getting the right information to the right member quickly and efficiently helps us achieve this objective.”

Services to be provided under the terms of the contract include on-demand print production and mailing of member ID cards, member handbooks, provider directories, welcome letters, and other communications for all MetroPlus lines of business. The business lines include Medicaid, Child Health Plus, Family Health Plus, MetroPlus Gold, and Partnership in Care. Newkirk will provide welcome packets in five languages: English, Spanish, Chinese, Haitian-Creole, and Russian.

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“We are very pleased to have been awarded this significant contract,” said Peter Newkirk, President of Newkirk Products, Inc. “We have always felt that our print on-demand solution is the right choice for MetroPlus, and we spent the past year and a half demonstrating that solution. This long-term contract supports the effectiveness of our solution,” he continued.

Newkirk has been providing member communications for MetroPlus on a contract basis since January, 2002.

About MetroPlus Health Plan

MetroPlus Health Plan is a network model health maintenance organization certified under Section 4403-a of the New York Public Health Law and a subsidiary corporation of the New York City Health and Hospitals Corporation. MetroPlus is licensed to enroll people who are eligible for Medicaid Managed Care, Child Health Plus, Family Health Plus, and an HIV Special Needs Plan (SNP) and who live in Manhattan, Brooklyn, the Bronx, and Queens, as well as HHC employees (MetroPlus Gold product). MetroPlus currently serves over 180,000 members throughout its coverage area. For more information, call 1-800-475-METRO.

About Newkirk

Newkirk and its subsidiary companies represent the leading edge of applied solutions publishing innovation. For over 30 years, Newkirk has developed creative solutions to communications issues faced by financial institutions, professional firms, and managed care organizations. For more information, visit www.newkirk.com or call 800-525-4237.

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