



## ***PRESS INFORMATION***

Contact: Edward Behan  
Phone: 518-862-3200  
E-mail: ebehan@newkirk.com

### **FOR IMMEDIATE RELEASE**

#### **SAMMONS SECURITIES AND SIGMA FINANCIAL SELECT NEWKIRK FOR TAX AND FINANCIAL COMMUNICATIONS**

ALBANY, NY, SEPTEMBER 8, 2003 — Sigma Financial Corporation and Sammons Securities Company, LLC, two Ann Arbor, Michigan-based broker-dealers have selected Newkirk, the nation's leading financial services applied solutions publisher, to provide marketing communications products to their representatives. As a result, representatives affiliated with the two firms will now have special online access to view and order any of Newkirk's booklets, brochures, newsletters, and online content targeted to the financial services market.

"We are excited about our relationship with Newkirk," said Tony Bacarella, Case Planning Department Director, Sigma Financial Corporation NASD/SIPC, and Sammons Securities Company NASD/SIPC. "They are experts at helping financial professionals automate the process of communicating with clients by providing and mailing personalized newsletters in addition to furnishing high-quality reference materials," he added.

Through this newly formed relationship, over 1,200 Sammons and Sigma affiliated representatives will have special access to all of the business-building tax and financial planning communications available through Newkirk's proprietary online OPUS system.

**\*\*MORE\*\***

**About Sigma Financial Corporation**

Sigma Financial Corporation, member NASD/SIPC, is located in Ann Arbor, Michigan. Celebrating its 20<sup>th</sup> anniversary year in 2003, Sigma has 550 representatives nationwide. A premier independent broker-dealer, the company has won numerous industry accolades. For more information, please visit [www.sigmafinancial.com](http://www.sigmafinancial.com).

**About Sammons Securities Company, LLC**

Sammons Securities Company, LLC, member NASD/SIPC, is located in Ann Arbor, Michigan. Sammons Securities is a member of the Sammons Financial Group. In 2002, the group had \$172 million in earnings and nearly \$15 billion in assets. For more information, please visit [www.sammonssecurities.com](http://www.sammonssecurities.com).

**About Newkirk Products, Inc.**

Newkirk and its subsidiary companies are leading-edge innovators in the field of applied solutions publishing. 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](http://www.newkirk.com) or call 800-525-4237.

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