



PRESS INFORMATION

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

FOR IMMEDIATE RELEASE

TWO NEWKIRK ENTRIES RECEIVE FOUR AWARDS IN ACPHC CONTEST HOLIDAY CARD WINS "BEST OF SHOW" FROM PRINTING HOUSE CRAFTSMEN CHAPTER

ALBANY, NY, April 29, 2004 — Newkirk, a leading financial services application services provider (ASP), announced today that its two entries received a total of four awards in the recent Adirondack Club of Printing House Craftsmen (ACPHC) "Gallery of Superb Printing" competition.

"We are pleased to accept these honors from the Printing House Craftsmen," said Pete Newkirk, president of Newkirk. "This is further acknowledgement of the high levels of creativity and excellence that our professionals achieve for our clients and our company."

The company's 2003 holiday card, designed by Mike Egan, a senior designer in the firm's Albany, New York, Creative Services department, received two awards from the association, including "Best of Show" and "Best Finishing" honors. The "Let It Snow" 8-color greeting card reveals three winter scenes as each panel of the card is opened. Artificial snowflakes, loosely enclosed inside the card, are revealed as the final panel is opened.

****MORE****

Work created by Newkirk for the International City/County Management Association Retirement Corporation (ICMA-RC) also received honors. ICMA-RC is a non-profit organization that provides retirement plans to municipal employees.

Working from an education curriculum developed by ICMA-RC, Emily Draus, a graphic designer from Newkirk's Albany, New York, Graphic Services department, created a financial planning seminar pocket folder and brochure that earned both a Silver Award in the "Superb Craftsmanship" category and top honors for "Best Use of Color."

To win an award from the ACPHC, submitted entries must demonstrate excellence in a number of categories, including print quality, layout and design, registration, paper and ink selection, difficulty in printing, overall appearance, typography, and bindery.

The holiday card and the client collateral now move on to be judged on an international level at the 2004 "International Gallery of Superb Printing" competition to be held later this year.

About the Adirondack Club of Printing House Craftsmen

The Adirondack Club of Printing House Craftsmen is a New York State-based, local chapter of the International Association of Printing House Craftsmen, an international organization dedicated to the development of individuals in the printing and graphic arts industry.

About Newkirk

Newkirk and its subsidiary companies are leading-edge application services providers (ASP). 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.