



## ***PRESS INFORMATION***

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### **FOR IMMEDIATE RELEASE**

#### **NEWKIRK EMPLOYEES PASS USPS MAILPIECE QUALITY CONTROL EXAMINATION TWENTY-THREE EMPLOYEES PASS EXAMINATION — RECEIVE MQC SPECIALIST DESIGNATION**

ALBANY, NY, May 13, 2004 — Newkirk, a leading financial application services provider (ASP), announced that 23 of its employees have successfully completed the USPS Mailpiece Quality Control (MQC) program and have passed the certification examination entitling them to the designation of MQC Specialist.

“At Newkirk, we have always placed great value on the continued professional development of our employees,” said Pete Newkirk, president of Newkirk. “We are justifiably proud of the dedication and commitment to excellence demonstrated by our employees in successfully completing this lengthy education program.”

The USPS Mailpiece Quality Control training program was offered locally by the Capital Region Postal Customer Council and provided training in mailpiece design to meet current USPS acceptance standards, as well as the qualification requirements for mailpieces posted in all classifications.

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

The employees who received this certification are now able to evaluate mailpiece design for all processing categories and identify potential mailing issues before mailpieces are developed, produced, and presented to the USPS for acceptance and distribution.

“We see this as a benefit not only for our employees, but for our customers as well,” Newkirk continued. “Our employees can represent the best interests of our clients with renewed confidence — obtaining postal discounts on their behalf and providing creative mailpiece designs that are fully compliant with USPS requirements,” he added.

Newkirk employees representing Programming, Sales, Graphic Services, Account Management, Distribution, Marketing, Traffic, and Art departments participated in the 15 hour training program and completed a lengthy examination covering the following topics: Mailability; Expedited Services; First-Class Mail; Standard Mail; Package Services; Periodicals; USPS Processing Categories; Addressing; USPS Barcodes; Automation and Non-Automation Requirements; Postage Payment Methods; and Reply and Return Mail, among others.

### **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](http://www.newkirk.com) or call 800-525-4237.

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