



PRESS INFORMATION

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

FOR IMMEDIATE RELEASE

NEWKIRK ADDS VICE PRESIDENT OF SALES

Eliot S. Freeman to lead business development efforts for MasteryPOINT Financial Technologies

ALBANY, NY, March 16, 2004 — Newkirk, the nation's leading financial services

Application Services Provider (ASP), and the parent company of MasteryPOINT Financial Technologies, has announced the selection of Eliot S. Freeman, CFP, as its new vice president of sales. Mr. Freeman will be responsible for all new business development activities for Newkirk's MasteryPOINT Financial Technologies subsidiary.

"We are very pleased to have Eliot join our team at Newkirk/MasteryPOINT," said Jim Lawler, senior vice president/sales manager for Newkirk. "Eliot has many valuable years of experience in the financial services industry, having been affiliated with State Street Bank & Trust, Sun Life, and the AYCO Company L.P., a Goldman Sachs Company," Lawler continued.

Mr. Freeman will primarily be responsible for leading the new business development efforts for Newkirk's MasteryPOINT subsidiary. He will be working with prospective clients to develop effective participant communication solutions that incorporate MasteryPOINT's popular Guidance Plus[®] (GP) participant education software, as well as the company's other online and paper-based guidance, advice and managed account products.

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A resident of upstate New York, Mr. Freeman will operate out of Newkirk's Albany, NY corporate headquarters. He can be reached by phone at 518-862-3200 or by e-mail at *efreeman@newkirk.com*.

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.

About MasteryPOINT Financial Technologies

MasteryPOINT Financial Technologies, a division of Newkirk, produces customizable Series 401(k), 403(b), and 457 educational programs, including PC software, Web software, employee specific impact statements, and enrollment materials for qualified plans.

MasteryPOINT specializes in PC and web-based software that provides participants with basic education, financial planning tools (including investment direction and advice), and real-time connectivity to their account balances and investment elections. For more information on MasteryPOINT, visit our website at *www.masterypoint.com*, or contact Eliot Freeman, CFP, by phone at 518-862-3200 or by e-mail at *efreeman@newkirk.com*.

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