



PRESS INFORMATION

FOR IMMEDIATE RELEASE

NEWKIRK INTRODUCES FUND CENTRAL SERVICE CREATED TO HELP DC PROVIDERS SATISFY SEC ADVERTISING REQUIREMENTS

ALBANY, NY, April 16, 2004 — Newkirk, a leading investment services communications provider, today announced the availability of *Newkirk Fund Central*SM, a service intended to help defined contribution plan providers meet the SEC's mutual fund advertising requirements.

“The SEC's new rules, effective March 31, created a real problem for some of our customers,” said Pete Newkirk, president. “Many of our communications —statements, for example — include fund performance summary pages. The SEC advertising rules require providers to tell participants where they can go to secure monthly performance information and prospectuses. You can direct the participant to the fund company's own Internet site, but if a plan offers 20 funds, that could be 20 websites – and 20 additional lines in the summary. Or you can send them to a single site.”

“The single website approach is obviously a more convenient choice for the plan participant, and the single site reference uses far less real estate in a statement or other communication incorporating a fund summary page — where space may be at a premium,” Newkirk

continued. “That’s what *Newkirk Fund Central* does: it provides a single Internet alternative.”

Newkirk Fund Central can be accessed in several ways:

- Through a provider’s own participant website, in which case a plan ID is passed to Newkirk, allowing *Newkirk Fund Central* to display performance information and prospectus links only for a particular plan’s fund options.
- Directly by participants, who enter a plan code to display their plan’s fund options. The plan code is printed as part of the disclosure reference in the fund summary page.
- As syndicated content on a subscription basis. With this option, the subscriber passes Newkirk a string of fund IDs (ticker symbols, for example), and Newkirk passes back the fund performance information and prospectus link. The subscriber is responsible for developing the web page display of the information.

Newkirk Fund Central incorporates Newkirk’s new *EDGAR-View*SM prospectus-viewing service. Prospectuses are accessed directly from the SEC’s *EDGAR* document database. *Newkirk Fund Central* customers can also optionally add fund data sheets to the service.

“Our unique selling proposition,” said Newkirk, “is that our solution is available now. We can accommodate both existing Newkirk customers and new customers, and the cost of the entire service is less than what most customers pay for prospectus-viewing alone.”

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.

###