



## ***PRESS INFORMATION***

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### **FOR IMMEDIATE RELEASE**

#### **ICMA-RC SELECTS NEWKIRK TO DEVELOP AGE-BASED FINANCIAL PLANNING SEMINARS**

ALBANY, NY, March 30, 2004 — The International City/County Management Association Retirement Corporation (ICMA-RC), a non-profit organization that provides retirement plans to municipal employees, has selected Newkirk, a leading financial services application services provider (ASP), to develop a series of age-based, total financial planning seminar presentations and collateral materials for its plan participants.

“We are very pleased to have developed this relationship with Newkirk,” said Bob Barkin, Vice President, Corporate Communications and Public Relations of ICMA-RC. “Newkirk’s ability to create successful communications for retirement plan participants is well known. We are confident that our seminars will exceed our expectations as business development and retention tools for our Financial Planning managers in the field,” Barkin added.

The curricula framework — developed by ICMA-RC, targets critical life stages with content designed to address age relevant total financial planning concepts. Seminars will address Retirement Planning, Investment and Debt Management, College and Estate Planning, and Health Care topics.

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Working closely with representatives of ICMA-RC, the editors and designers at Newkirk have begun the staged development and production of seminar presentation content and collateral materials. The seminars and their supporting materials will be used to assist in new business development, client retention and cross-selling additional services to the over 630,000 active ICMA-RC plan participants nationwide.

The initial seminars will roll out during the second quarter of 2004.

**About the International City/County Management Association – Retirement Corporation**

Founded as a non-profit organization in 1972, ICMA-RC was chartered to provide a portable retirement plan for municipal managers. Today, ICMA-RC serves more than 6,700 government employers and over 630,000 plan participants nationwide in its deferred compensation and defined contribution programs.

**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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