



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

Ingenix[®] Selects Newkirk To Be a GeoAccess[®] Print Provider

Provider of Enterprise Directory Systems Enlists Newkirk for Production/Distribution

ALBANY, NY, September 14, 2004 - Newkirk, a nationally known provider of online enrollment publishing systems and communications for the managed care industry, today announced that it has been selected by Ingenix[®], one of the world's largest health information companies, to provide print production and distribution services for the GeoAccess[®] Enterprise Directory System. With this agreement, Newkirk will be one of only two facilities nationwide available to produce and distribute provider directories for health-care organizations using Ingenix geo-coded data.

“We knew that our capabilities and experience matched the specific needs of the Enterprise Directory System,” said Peter Newkirk, president of Newkirk. “Since our on-demand and just-in-time communication solutions for health plans and managed care organizations are in sync with the capabilities of the Ingenix System, we worked hard to cement this partnership.”

The GeoAccess Enterprise Directory System provides cost-effective, accurate, and relevant on-demand provider information for health plan members, employers, and

brokers. Ingenix provides electronic and printed directories personalized to meet individual needs and preferences. In addition to offering the Ingenix service as a stand-alone capability, Newkirk intends to incorporate the personal directories within its new welcome book communication solution, which provides recipient-specific health tips and other personalized information.

About Newkirk

Newkirk is a nationally known provider of online enrollment publishing systems and communications for the managed care industry. For over 30 years, Newkirk has developed creative solutions to communications issues faced by managed care organizations, financial institutions, and professional firms.

For more information, call 800-525-4237, e-mail info@newkirk.com or visit www.newkirk.com.

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