



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK EXPANDS NEWKIRK FUND CENTRAL OPTIONS System adds flexibility to meet a variety of user needs

ALBANY, NY, November 10, 2004 — Newkirk, a leading financial services information provider, today announced the addition of several new features to its *Newkirk Fund Central* service.

Newkirk Fund Central includes monthly performance information for mutual funds and other qualified plan investment options and prospectus-viewing. Fund data sheets are available as an optional feature. Newkirk has now added a syndication option to the service and has introduced a bundled price for all three service components (prospectuses, monthly performance, and fund data sheets).

“In this case, the term ‘Syndication’ means that users can send us a request about a particular fund over the Internet, and we return the appropriate information for that fund,” said Pete Newkirk, president of Newkirk. “The user, which is typically a provider of qualified retirement plan services, then displays that information on its participant web site or plan sponsors’ portal.”

“When we first created *Newkirk Fund Central*, we created our own Internet page for purposes of displaying the investment information, and we displayed all of the investment options offered by a plan. But many of our customers indicated that they only wanted bits

and pieces of the information, and they wanted to use it in different ways,” added Newkirk. “Our new syndication option allows them to do that.”

“We’ve also developed a new, aggressive pricing model,” continued Newkirk. “A provider can secure prospectus-viewing, monthly fund performance, and quarterly fund data sheets from us for approximately \$25,000 per year, regardless of the number of funds. Customers with proprietary funds and custom fund data sheet requirements may pay more, but we’re prepared to satisfy those special requirements, too.”

For more information regarding *Newkirk Fund Central*, please contact Jim Lawler by phone at 518-862-3221, or by e-mail at jlawler@newkirk.com.

About Newkirk

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.

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