



## ***PRESS INFORMATION***

Contact:

Phone:

E-mail:

### **FOR IMMEDIATE RELEASE**

#### **NEWKIRK ANNOUNCES ON-LINE PROSPECTUS VIEWING SERVICE**

Albany, New York, April 16, 2004

Investment services communication provider Newkirk Products, Inc., today announced the availability of EDGAR-View<sup>SM</sup>, an online prospectus viewing service for financial services organizations offering mutual fund products. The service links plan investors, including defined contribution plan participants, directly into the SEC's EDGAR document repository and displays the requested document in the investor's browser.

EDGAR-View<sup>SM</sup> features include:

- Access to a fund's prospectus, amendments, semi-annual reports, and annual reports.
- Ability to print the prospectus or other document on the viewer's local printer.
- Easy incorporation within Newkirk's other investment services.

"Investor access to prospectuses through the Internet is obviously nothing new," said Ray Newkirk, Newkirk's CEO. "An investor can secure the same information from EDGAR itself or through a number of competitor products. Where we expect to set ourselves apart is, first, on the basis of price and, second, on our ability to incorporate prospectus viewing within other investment services products."

"A DC provider, for example, can provide participant access to mutual fund prospectuses it offers through EDGAR-View<sup>SM</sup> for \$24 per fund per year," Newkirk continued. "We think that's about half of what some of our competitors charge for comparable products."

"Additionally, EDGAR-View<sup>SM</sup> is an optional component of other Newkirk investment services like Newkirk Fund Central, a site that provides monthly fund performance for

DC plan participants and is designed to help providers satisfy the SEC's new requirements governing fund advertising.”

Newkirk also announced that it expects to develop other prospectus-related offerings, including a “first-dollar-in” tracking system for delivering prospectuses to plan participants and a participant opt-in capability for delivering prospectuses electronically.

**About Newkirk Products, Inc.**

Newkirk and its subsidiary companies are leading-edge innovators in the field of applied solutions publishing. 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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