



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK ANNOUNCES ALL-NEW DESIGN FOR SUPERSTATEMENTS COMPANY UPDATES THE LOOK AND FEEL OF ITS 8-PAGE STATEMENT PRODUCT

ALBANY, NY, July 1, 2004 — Newkirk, a leading financial services application services provider (ASP), and the nation's most experienced provider of enrollment materials, today announced the availability of its newly redesigned *SuperStatement* product.

“Our last redesign took place approximately 2 years ago,” said Pete Newkirk, president of Newkirk. “Our statements have proven to capture the attention of retirement plan participants. Our strategy of developing fresh, new approaches every couple of years ensures that we keep that high level of interest.”

Newkirk's new design will incorporate many design elements that have proven to be popular with Plan Participants, such as bolder colors and easier-to-read content.

The Newkirk *SuperStatement* is an eight-page, four-color statement of retirement plan performance. The statement integrates an account summary, a sponsor level message board, fund performance and account detail pages, asset allocation comparison, and three pages of educational text in a single, highly personalized communication.

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Newkirk *SuperStatements* are available in printed and electronic formats. The *eStatement* contains all of the information and features of the printed statement, including the participant education newsletter, online opt-in, e-mail notification, and a provider administration site. The *eStatement* design reflects the all-new design of the printed version.

The new *SuperStatement* design will be available the second quarter of 2004.

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.

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