



## ***PRESS INFORMATION***

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### **FOR IMMEDIATE RELEASE**

**UNION CENTRAL ADOPTS MASTERYPOINT'S GUIDANCE PLUS<sup>®</sup>**  
Internet-based investment guidance service to be available to all plan participants.

ALBANY, NY, April 27, 2004 — Newkirk, a leading financial application services provider (ASP) today announced that The Union Central Life Insurance Company (Union Central) has adopted MasteryPOINT's Guidance Plus<sup>®</sup> (GP) system as its solution for providing online investment guidance to its retirement plan participants.

"We are very pleased to have Union Central adopt Guidance Plus," said Todd Bloomfield, president of MasteryPOINT. "We think that Union Central's action is further confirmation that the marketplace is looking for a more cost-effective solution to providing guidance to plan participants. And that's what we offer."

"We've worked with MasteryPOINT before," said Union Central's Angelo de Jesus, Second Vice President, Investment Products. "We currently offer its online education tool in conjunction with another provider's advice service. Guidance Plus will replace both existing services."

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“MasteryPOINT’s flexibility and customer service were key factors in our decision,” de Jesus continued. “Plus, their analysis, comparison and ranking of investment choices within each asset class gives our participants the information they need to make sound investment choices.”

MasteryPOINT expects to implement Guidance Plus for Union Central in the second quarter of 2004.

#### **About The Union Central Life Insurance Company**

Founded in 1867, Union Central is a mutual insurance and investments company licensed to conduct business in all 50 states and the District of Columbia. With \$5.5 billion in assets, Union Central ranks among the top 10 mutual life insurance companies in the nation, based upon admitted assets or total life insurance in force. For more information, visit [www.unioncentral.com](http://www.unioncentral.com).

#### **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.

#### **About MasteryPOINT Financial Technologies**

MasteryPOINT Financial Technologies, a division of Newkirk, produces customizable Series 401(k), 403(b), and 457 educational programs, including PC software, web software, employee specific impact statements, and enrollment materials for qualified plans. MasteryPOINT specializes in PC and web-based software that provides participants with financial planning tools (including investment direction and advice), and real-time connectivity to their account balances and investment elections. For more information on MasteryPOINT, visit the website at [www.masterypoint.com](http://www.masterypoint.com), or contact Eliot Freeman, CFP, by phone at 518-862-3200 or by e-mail at [efreeman@newkirk.com](mailto:efreeman@newkirk.com).