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PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK UPDATES ITS FINANCIAL PLANNING GUIDES SERIES

ALBANY, NY, March 23, 2004 **-** Newkirk, a leading financial services application services provider (ASP) and a nationally known provider of printed and online communications for financial planning and accounting professionals, today announced the availability of its newly redesigned series of *Financial Planning Guides*.

"Financial planners have come to rely on our *Guides* to help them develop new business opportunities among their clients and prospects," said Pete Newkirk, president of Newkirk. "The fresh, updated approach represented in these new designs will make this information more accessible to the clients and prospects of financial professionals," he continued.

Written and edited by Newkirk's team of CFPs, CPAs, and attorneys, the *Guides* series includes individual communications covering personal financial, college, investment, retirement, and estate planning topics. A redesigned *Trust & Estate Planning Guide* is also available for use by financial institutions.

The *Guides* are designed to take complex planning information and make it easily understood by clients and prospects and to drive inquiries back to the financial professional at the time of need. The *Guides* are available with or without a firm's promotional imprint.

About Newkirk Products, Inc.

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.

To review the contents of the *Financial Planning Guides* online, please visit Newkirk's innovative online publications utility system (OPUS™), at *www.npi-opus.com*.

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