



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK EMPLOYEES DISCOVER THAT “WALKING WORKS” MORE THAN 100 EMPLOYEES BEGIN SIX-WEEK WALK FOR WELLNESS

ALBANY, NY, June 29, 2004 — Newkirk, an Albany, NY based publisher of financial communications and a leading application services provider (ASP), has announced that over one hundred of its employees have signed up to participate in “*Walking Works*, BlueShield of Northeastern New York’s Walking Program for a Healthier America.” The BlueShield six-week wellness program provides pedometers and walking logs for participants, and Newkirk will offer incentives to encourage walking as a way to good health.

“Newkirk encourages its employees to participate in regular physical activity to maintain their good health,” said Pete Newkirk, president of Newkirk. “The BlueShield *Walking Works* program supports our effort to positively impact the health and wellness of our employees.”

The program will kick-off on Wednesday, June 30th at 12 noon, with company president Pete Newkirk leading an organized employee walk around Corporate Circle (located in Karner Park), the location of the company’s headquarters.

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Employees have been grouped into teams, with a team leader recording daily individual and group mileage totals. Employees are encouraged to walk during their lunch breaks, at home, and in weekly organized walks to contribute to team mileage and their own good health.

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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