



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK INTRODUCES WEALTH MANAGEMENT BOOKLETS

OFFER VALUABLE CONTENT FOR AFFLUENT PRIVATE BANKING CUSTOMERS AND SIGNIFICANT CUSTOMIZATION OPPORTUNITIES FOR FINANCIAL INSTITUTIONS

ALBANY, NY, November 18, 2004 —Newkirk, nationally known provider of printed and online business development communications for financial institutions, has announced the availability of its *Wealth Management Booklets*.

“Financial institutions that we serve have expressed a desire for flexible yet cost-effective printed communications that can be used to effectively promote their financial services offerings to affluent customers,” said Peter Newkirk, president of Newkirk.

“Our financial editors have identified seven topics of interest to customers and prospects with significant assets to invest. Our experienced writers have developed these topics into a series of seven accurate and concise booklets. Our professional design team has produced three outstanding cover design families from which to choose — or we can work directly with institutions to create their own custom cover designs,” Newkirk continued.

Newkirk *Wealth Management Booklets* are available now and can be reviewed online at Newkirk’s website located at www.newkirk.com.

For more information and printed samples, or to request a catalog of communications targeted to the specific needs of financial institutions, please contact Newkirk at 518-862-3226 (Monday through Friday 8 a.m. to 5 p.m. Eastern Time) or submit your request by e-mail to jharris@newkirk.com.

About Newkirk

Newkirk is a nationally known provider of printed and online communications for financial institutions and professional services firms. For over 30 years, Newkirk has developed creative solutions to communications issues faced by financial institutions, professional services firms, and managed care organizations.

For more information, visit www.newkirk.com or call 800-525-4237.

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