



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK RELEASES IDEA BOOK OF MARKETING TIPS AND TOOLS

CATALOG OF TAX AND FINANCIAL PLANNING COMMUNICATIONS INCLUDES BUSINESS DEVELOPMENT IDEAS

ALBANY, NY, June 7, 2005 — Newkirk, a nationally known provider of printed and online communications for financial professionals, today announced the availability of its new “Idea Book” for tax, accounting, and financial planning professionals.

“For years we have offered a catalog of our latest products and services for financial professionals,” said Pete Newkirk, president of Newkirk. “Adding practical marketing and promotion tips makes it a valuable source of product information and a handy reference source as well,” he continued.

The catalog contains information on business-building printed and electronic newsletters and booklets, seminar presentations, and online content on tax, accounting, and financial planning subjects. The book also contains practical tips and suggestions that professionals can put into practice to aid in their business development and client-retention efforts.

In addition to the business development tips added to this year’s edition, financial professionals will find information on Newkirk’s latest tax law summary materials and on its recently introduced series of *Wealth Management* booklets.

Newkirk’s Marketing Idea Book is available to all interested tax, accounting, and financial planning professionals upon request at no obligation. To receive a free copy, please contact

Newkirk by e-mail at *info@newkirk.com* or by phone at 800-525-4237 (Mon.–Fri., 8 a.m. to 5 p.m. ET).

About Newkirk

Newkirk is a nationally known publisher of marketing communications for financial institutions, professional firms, and managed care organizations. For more information, visit *www.newkirk.com* or call 800-525-4237.

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