



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK UPDATES THE LOOK OF ITS AUTO, TRAVEL & BUSINESS LOG

LOG ENCOURAGES GOOD CLIENT/PROSPECT RECORDKEEPING AND PROMOTES PRACTICE DEVELOPMENT

ALBANY, NY, April 5, 2005 — Newkirk, a nationally known provider of printed and online communications for tax and financial professionals, today announced the availability of its updated *Auto, Travel & Business Log* printed booklet. This 32-page booklet provides an introduction to IRS recordkeeping requirements and space to record a year's worth of business and travel expenses.

“The *Auto, Travel & Business Log* continues to be a very popular business development tool for tax and accounting professionals,” said Pete Newkirk, president of Newkirk. “Our clients find that this *Log* is a must-have for clients and prospects who must substantiate their business travel expenses,” he continued.

Written and edited by Newkirk's team of CPAs and attorneys, the *Auto, Travel & Business Log* includes a summary of IRS recordkeeping requirements and 28 pages dedicated to recording business and travel expenses.

The *Auto, Travel, & Business Log* has a four-color cover and two-color text, and is 3 7/8" x 8 1/2" in size. *Logs* are available with or without a practice's promotional imprint.

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To preview the *Log* and order online, visit Newkirk's OPUS™ website at www.npi-opus.com. To request a printed sample of the booklet and an order form, please contact Newkirk by phone at 800-525-4237 (Monday – Friday, 8 a.m. to 5 p.m. ET) or by e-mail at info@newkirk.com.

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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