



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK ANNOUNCES FINALIZED 403(b) REGULATIONS EDUCATION SOLUTION BOOKLETS, INTERNET CONTENT, AND SEMINARS FOR CLIENTS AND PROSPECTS

ALBANY, NY, August 30, 2007 — Newkirk, a leading provider of communication solutions for retirement plan providers, today finalized a *New Developments in 403(b)* education package, including general and comprehensive explanations of the final 403(b) regulations related to retirement savings arrangements sponsored by public schools and charitable organizations.

“Shortly after the Treasury Department and the IRS released long-awaited regulations in July addressing the administration of 403(b) plans, we developed summary booklets, Internet content, and online seminars to help providers educate their clients,” said Peter Newkirk, President of Newkirk. “The final 403(b) regulations have a significant impact on the way these plans will be regulated, and, as a result, are an important topic for our customers.”

“Requests for 403(b) materials have been many and varied,” continued Newkirk. “Our new offerings will address the needs of our customers at all levels of technicality. From a comprehensive booklet to a supportive PowerPoint® presentation, administrators will

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easily and effectively be able to educate their sponsors. On a more technical level, administrators can conveniently come up to speed by attending our McKay Hochman subsidiary's online seminar detailing the implementation of the new regulations.”

Newkirk's *New Developments in 403(b)* promotions have resulted in numerous sample requests and pre-orders. All of Newkirk's printed educational materials are imprintable. They also may be customized with a provider's own graphics and text at an additional charge. For more information, call 1-800-525-4237 or visit www.newkirk.com.

About Newkirk/McKay Hochman

Newkirk and its subsidiary companies are leading-edge defined contribution plan communication providers. For over 35 years, Newkirk has developed creative solutions to communication issues faced by financial institutions and professional firms focusing on 401(k), 457, 403(b), money purchase, and profit sharing plans. Newkirk's subsidiary, McKay Hochman, has built its reputation as an innovator in developing unique products and technical services to help clients establish and administer IRS-approved retirement plans. For more information, visit www.mhco.com.

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