



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK “PROFILER” SIMPLIFIES TARGETING PARTICIPANTS INCLUDES POST-COMMUNICATION RECIPIENT REPORT

ALBANY, NY, April 29, 2008 — Newkirk today announced the availability of its N1 ***Profiler***. The newly released capability is a component of NewkirkOne™, Newkirk’s communication platform for participant-specific communications.

“The ***Profiler*** allows a user to filter a participant list by any number of logical conditions,” said Peter Newkirk, President. “For example, a user can define a profile as consisting of all participants between the ages of 45 and 60 and having an account balance of \$100,000 or more. Or a user might want to identify participants who are going to have a gap when they reach retirement age. There’s no limit to the number of profiles that can be defined or in the number of logical conditions that can be used in defining them.”

“The objective behind profiling,” continued Newkirk, “is to identify specific plan participants for targeted communication purposes and to tailor the communication or message specifically to that group. Now, a provider can simply send us an extract of its participant data, and NewkirkOne™, with the help of the ***Profiler***, can do the rest.”

The ***Profiler*** includes a Profile Report feature which summarizes the results of applying a profile against a participant list. Participants who match the profile and those who do not are both identified, along with the logical conditions specified in the profile.

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Additionally, the names and IDs of all participants satisfying the profile conditions can be downloaded into an Excel file. “This reporting and downloading capability will be valuable to providers and sponsors who want to record who received a particular communication and when,” explained Newkirk. “In addition, the report facilitates following up.”

The **Profiler** is being demonstrated to current users of NewkirkOne™ over the next few weeks. Public demonstrations will be available soon.

About Newkirk

Newkirk and its subsidiary companies are leading-edge defined-contribution plan communication providers. For over 30 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.

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

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