



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK ENHANCES PARTICIPANT INVESTMENT SERVICES FEE DISCLOSURE, BENCHMARKS, AND SUMMARY PROSPECTUSES ADDED

ALBANY, NY, September 16, 2010 — Newkirk today announced several enhancements to its participant investment information web application. The enhancements include:

- Fees and expenses applicable to plan investment alternatives.
- Benchmark information for plan investment alternatives.
- The availability of summary prospectuses.
- The availability of separate account performance data.
- Added flexibility in determining what content the site presents.

“We’ve dramatically improved our already popular Fund Central application,” said Pete Newkirk, president of the Albany-based participant communication firm. “Several of the enhancements anticipate the requirement that investment-related fees and expenses be disclosed to participants. Basically, we used the originally proposed DOL requirements concerning participant fee disclosure as our starting point. We may have to tweak it a bit when final direction is provided by Congress or the DOL, but we think we’re basically set to help meet disclosure requirements”

Newkirk’s Fund Central service includes investment performance information for different time periods: 1 month, 3 months, 1 year, 3 years annualized, 5 years annualized, and 10 years

annualized, with links provided to fund data sheets and prospectuses. In addition, the recent agreement with NewRiver, Inc., provides needed summary prospectus functionality.

“The revamped site includes a number of other enhancements that we’re excited about,” added Newkirk. “Our new marketing partnership with NewRiver allows us to display summary prospectuses in addition to statutory prospectuses. The summary prospectuses are much more participant-friendly. Additionally, we’re now able to include separate account performance information. Finally, we’ve added flexibility in choosing Fund Central Features. User will be able to pick and choose different content options.”

Interested parties can sign up for demonstrations of the new Fund Central participant site by visiting www.newkirk.com/nfc.

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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