



## **PRESS INFORMATION**

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### **FOR IMMEDIATE RELEASE**

#### **NEWKIRK UPDATES ONTRACK PARTICIPANT NEWSLETTER EXCITING NEW DESIGN PROMOTES COMPREHENSION FOR RETIREMENT PLAN PARTICIPANTS**

ALBANY, NY, April 28, 2005 — Newkirk, a leading provider of communication solutions for qualified plan providers, today announced that a newly redesigned *OnTrack* retirement plan participant newsletter will be available with the Summer 2005 issue.

“*OnTrack* is one of our most popular retirement plan participant newsletter titles. This exciting new design updates the look of the newsletter without sacrificing the important retirement plan information and educational content that plan providers and their participants have come to expect,” said Pete Newkirk, president of Newkirk.

Written and edited by Newkirk’s team of experienced financial planners, the *OnTrack* newsletter redesign will be rolled out to clients using syndicated and custom versions.

*OnTrack* is also available in electronic form through Newkirk’s *ePubs* online content archive and delivery system.

This full-color participant newsletter is available in two and four-page versions, and features articles on investing while promoting the benefits of participation in an employer’s 401(k) or other defined contribution plan. This newly updated publication will help plan participants make informed decisions and can help stimulate increased deferrals.

**About Newkirk**

Newkirk is a leading provider of printed and online communications for financial institutions and professionals. For over 30 years, Newkirk's professional editorial staff has developed creative solutions to communications issues faced by financial institutions, professional services firms, and managed care organizations.

For more information, visit [www.newkirk.com](http://www.newkirk.com) or call 800-525-4237.

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