



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK LAUNCHES GROUND-BREAKING EDUCATION SERIES UNIQUE NEW INTERACTIVE EDUCATION APPROACH

ALBANY, NY, February 07, 2006 — Newkirk, a leading provider of printed and electronic communication solutions for financial institutions, has created a whole new world of financial education. Literally. They recently unveiled the new *Explore* Education Series — a fun-filled suite of interactive education modules that captures the excitement of exploration by guiding its audience on a series of relevant financial expeditions.

More than just a standard approach to participant education, the *Explore* Education Series takes a fresh look at the world of financial planning. “It offers four distinctive, interactive modules that entertain as well as educate,” explained Peter Newkirk, president of Newkirk. The *Explore* Education Series uses a combination of Flash® animation, HTML web content, education booklets, and animated PowerPoint® presentations. Each integrated module takes the audience on a unique personal financial expedition, letting them learn at their own pace and, at the end, testing their knowledge.

“It’s a new way to present financial education that makes it more fun and, therefore, much more understandable for people,” Newkirk emphasized. “There’s nothing in the market that’s quite like this.”

The *Explore* Education Series promotes the concept that people can control their retirement futures through their own initiative and planning, and motivates them by illustrating the value of staying on course. The four available modules include enrollment, financial planning, asset allocation, and retirement planning. Additional modules are currently in development.

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 or call 800-525-4237.

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