



## ***PRESS INFORMATION***

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### **FOR IMMEDIATE RELEASE**

#### **NEWKIRK EXPANDS GAP REPORTING AND COMMUNICATION SERVICES REPLACEMENT INCOME SUITE INFORMS SPONSORS AND PARTICIPANTS ALIKE**

ALBANY, NY, February 16, 2010 — Newkirk today announced the availability of a comprehensive suite of communications and reports intended to better inform both plan sponsors and participants of their “retirement income readiness”. The services include targeted participant communications identifying possible shortfalls in retirement income and suggesting corrective steps, sponsor reports identifying shortfalls on a participant-by-participant basis, and tools enabling providers and sponsors to analyze deficiencies by demographic segments.

“Most plan participants are ignorant of how far their retirement plan balances will take them – or not take them – in retirement,” noted Pete Newkirk, Newkirk’s president. “And plan sponsors are increasingly aware of this shortsightedness and are motivated to better inform their participants of the need to better plan for their retirements.”

“Our expanded gap analysis services are intended to, first, make sponsors aware of the magnitude of the problem among their participants and, second, communicate the nature of the problem to those participants with a shortfall. With no more data than a participant’s age, salary, current balance, and deferral percentage, we can provide gap analysis reports for plan sponsors and individualized communications for participants.”

Newkirk's gap services include:

- Personalized Gap/No Gap targeted communications for participants.
- Basic Gap Assessment Report for Plan Sponsors.
- N1 Analytics – a tool for undertaking demographic analysis.
- Statement messaging.
- Participant Security Report – an in-depth assessment of participant retirement preparedness, including the impact of the participant's asset allocation. The Security Report suggests changes not only to deferral amounts but also to asset allocations where a shortfall in anticipated retirement income is projected.

Newkirk has scheduled online demonstrations of its gap services. Interested parties can go to [www.newkirk.com/gap](http://www.newkirk.com/gap) to sign up.

### **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](http://www.newkirk.com) or call 800-525-4237.

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