

PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK OFFERS SUMMARY ON HEALTH CARE REFORM

Printed booklet and online versions address Patient Protection and Affordable Care Act.

ALBANY, NY, March 29, 2010 — Newkirk, a nationally known provider of communications for Certified Public Accountants, Certified Financial Planners, and financial institutions, today announced the availability of a summary booklet and online version explaining the recently passed Health Care Reform bill and how it will impact businesses.

“We recognize that the debate concerning this law has created confusion and uncertainty. Newkirk’s Health Care Reform summary focuses on those provisions that impact businesses and business owners,” said Pete Newkirk, President of Newkirk. “This is a nice opportunity for financial professionals to help clients weed through the confusion and clear up any misconceptions on how it will affect them,” added Newkirk.

Newkirk’s experienced team of CPAs, CFPs, and attorneys have analyzed the new law to provide insight into important new provisions, including:

- Premium subsidies and who they impact
- Employer penalties for failing to provide coverage
- Medicare taxes on investment income for high-income taxpayers
- Penalties on individuals for failing to secure coverage

- Excise tax on high-cost plans

Newkirk's *What Health Care Reform Means For Your Business* printed booklet and HTML version are easy-to-read and understand. Both formats are simple ways for companies or individuals to relay the Health Reform bill details to their clients in person, via mail, e-mail, or posted on their website. For more information, visit www.newkirk.com.

About Newkirk

Newkirk and its subsidiary companies are leading-edge defined-contribution plan communication providers. For over 35 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.

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