



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK 2006 LOOSE CHANGE[®] FINANCIAL PLANNING CALENDAR NOW AVAILABLE
VALUABLE INFORMATION FOR CLIENTS AND PROSPECTS — A PRACTICAL TOOL FOR FINANCIAL PLANNING PROFESSIONALS

ALBANY, NY, May 10, 2005 — Newkirk, a nationally known provider of printed and online communications for financial professionals, today announced the availability of the 2006 edition of the *Loose Change*[®] calendar. This printed calendar provides financial planning clients and prospects with a full year of sound financial planning tips and encouragement as well as a year-round business development tool for financial professionals.

“The *Loose Change* calendar is a wise investment for financial professionals looking for a unique way to promote their firm — and grow their business,” said Pete Newkirk, president of Newkirk. “The calendar is a great opportunity for financial professionals to provide necessary education and motivation to their clients and prospects while they gain promotional mileage that lasts a full year,” he continued.

The 2006 *Loose Change* calendar is NASD-reviewed, has a four-color cover and text, and is 10 3/4” x 8 3/8” in size. The 24-page calendar includes monthly financial planning tips, sensible strategies, motivational quotes, important holidays, and room for crucial dates and information. The calendar can include a firm’s promotional imprint, including logo, photo, and text.

The 2006 calendar is available for review online at www.npi-opus.com.

About Newkirk

Newkirk is a nationally known publisher of marketing communications for financial institutions, professional firms, and managed care organizations. For more information, visit www.newkirk.com or call 800-525-4237.

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