



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

NEWKIRK HELPS PREPARE SPONSORS AND PARTICIPANTS FOR FEE DISCLOSURE NEW COMMUNICATION TOOLS DESIGNED TO ALLEVIATE CONFUSION

ALBANY, NY, December, 7, 2011 — Newkirk, a leading provider of marketing communications for financial and healthcare companies, today announced new communication tools designed to help plan sponsors alleviate participant confusion around upcoming fee disclosure rules and minimize potential call center inquiries. Expanding on Newkirk's spectrum of communications and services already designed to satisfy the Department of Labor's rule on participant fee disclosure — and the related proposed rule on target date funds (TDFs) — these new services will prepare participants for the arrival of the disclosure documents.

“We've heard from advisors and industry experts that the receipt of new fee disclosure information, without laying some preliminary groundwork, may result in a flood of participant inquiries concerning the communications' purpose and how they should be used,” noted Pete Newkirk, Newkirk's president. “So we've developed these new communication tools to educate and help alleviate concern among participants — and arm plan sponsors.”

The participant communication, *Understanding Plan Fees and Expenses*, has been developed as a question and answer one-page flyer. Plan providers and/or sponsors can customize the communication with their logo and distribute via mail or as paycheck inserts. The sponsor booklet, *Retirement Plan Fee Disclosure: Preparing for Participant Questions*, is a 3¾" x 8½" eight-page booklet with questions and answers about fee disclosure and suggestions on how to prepare employees for it.

Organizations interested in learning more about Newkirk's fee disclosure services can visit www.newkirk.com or call 518-NEWKIRK (639-5475).

About Newkirk

Newkirk Products, Inc., a DST Company, is a leading-edge defined contribution plan communication provider. 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 or call 518-NEWKIRK (639-5475).

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