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The Small Business Authority, Powered by Newtek Business Services, Claims 2011 Studio Naming Rights at Legendary 77WABC Radio

NEW YORK, Jan. 10, 2011 (GLOBE NEWSWIRE) -- Newtek Business Services, [The Small Business Authority](#), has started a yearlong co-promotion with iconic radio station 77 WABC Radio, in which its iconic personalities will broadcast "Live from 77 WABC and The Small Business Authority Studios." The promotion calls for Newtek to receive 480 on-air naming rights mentions and 252 separate 60-second radio spots on average each month.

Voiced Newtek Business Services, *The Small Business Authority*, commercials will air featuring Don Imus, Sean Hannity, Marc Levin, Larry Kudlow, John Batchelor and Doug McIntyre. Spots will also air on the legendary "Rush Limbaugh Show."

Additional co-branding positioning Newtek as *The Small Business Authority* will occur through event sponsorships, live on-air announcements, and a monthly 60-minute radio show hosted by Newtek Business Services President, CEO and Chairman Barry Sloane.

"We consider it a privilege to be associated with 77 WABC radio's flagship facilities in New York City," commented Barry Sloane. "I am also personally excited to be hosting my own radio program, 'The Small Business Authority Hour,' and look forward to developing this show as a true resource for small businesses across the U.S. and to grow the listener base as we become known for being the source of information, service and current state of affairs in the small business marketplace."

The Small Business Authority will also receive a very significant presence on WABCRadio.com with a variety of helpful links for small business owners to financial services to increase their sales, reduce costs and minimize business risk.

"As *The Small Business Authority*, we understand that a large portion of small business owners are avid listeners of talk radio and we look forward to providing this audience with information and programming that is helpful to them," added Sloane.

77 WABC General Manager, Steve Borneman, stated, "We are thrilled to have *The Small Business Authority*, powered by Newtek Business Services, as the exclusive sponsors of our studios here at 77 WABC. This company is perfectly matched to our audience and will be a great service to all the small business owners all across the United States."

77WABC's programming is available on the terrestrial radio dial at 770 AM, as well as at www.wabcradio.com. For further information about *The Small Business Authority*, please visit www.thesba.com.

About Newtek Business Services, Inc.

Newtek Business Services, [The Small Business Authority](#), provides the following products and services:

- | **Electronic Payment Processing:** eCommerce, electronic solutions to accept non-cash payments, including credit and debit cards, check conversion, remote deposit capture, ACH processing, and electronic gift and loyalty card programs.
- | **Web Hosting:** Full-service web host which offers eCommerce solutions, shared and dedicated web hosting and related services including domain registration and online shopping cart tools.
- | **eCommerce:** a suite of services that enable small businesses to get up and running on-line quickly and cost effectively, with integrated web design, payment processing and shopping cart services.
- | **Business Lending:** Broad array of lending products including SBA 7(a) and SBA 504 loans.
- | **Insurance Services:** Commercial and personal lines of insurance, including health and employee benefits in all 50 states, working with over 40 insurance carriers.
- | **Web Services:** Customized web design and development services.
- | **Data Backup, Storage and Retrieval:** Fast, secure, off-site data backup, storage and retrieval designed to meet the specific regulatory and compliance needs of any business.
- | **Accounts Receivable Financing:** Receivable purchasing and financing services.
- | **Payroll:** Complete payroll management and processing services.

Newtek Business Services, Inc., [The Small Business Authority](#), is a direct distributor of a wide range of business services

and financial products to the small- and medium-sized business market under the Newtek™ brand. Since 1999, Newtek has helped small- and medium-sized business owners realize their potential by providing them with the essential tools needed to manage and grow their businesses and to compete effectively in today's marketplace. Newtek provides its services to over 100,000 business accounts and has positioned the Newtek™ brand as a one-stop-shop provider of such business services. According to the U.S. Small Business Administration, there are over 29.6 million small businesses in the United States, which in total represent 99.7% of all employer firms.

Note Regarding Forward Looking Statements

Statements in this press release including statements regarding Newtek's beliefs, expectations, intentions or strategies for the future, may be "forward-looking statements" under the Private Securities Litigation Reform Act of 1995. All forward-looking statements involve a number of risks and uncertainties that could cause actual results to differ materially from the plans, intentions and expectations reflected in or suggested by the forward-looking statements. Such risks and uncertainties include, among others, intensified competition, operating problems and their impact on revenues and profit margins, anticipated future business strategies and financial performance, anticipated future number of customers, business prospects, legislative developments and similar matters. Risk factors, cautionary statements and other conditions which could cause Newtek's actual results to differ from management's current expectations are contained in Newtek's filings with the Securities and Exchange Commission and available through <http://www.sec.gov>.

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