



January 6, 2012

The Small Business Authority Hour Highlights Entrepreneurs and Focuses on the Health of the Small Business Economy

The Show will air on January 7, 2012 at 4:00 p.m. EDT on 77WABC and wabcradio.com Hosted by Barry Sloane

NEW YORK, Jan. 6, 2012 /PRNewswire/ -- Newtek Business Services, NASDAQ: NEWT, [The Small Business Authority](#), announced today the next live radio broadcast regarding entrepreneurship and the health of the small business economy from "The Small Business Authority Studio" at 77WABC Radio in New York. National listeners can also tune in at www.wabcradio.com and click listen live. The program, [The Small Business Authority Hour](#), will be hosted by Barry Sloane, CEO, President and Chairman of Newtek Business Services and will be broadcast on Saturday, January 7, 2012 at 4:00 p.m. EDT.

President and CEO Barry Sloane said, "The list of independent business operators and entrepreneurs that will be attending is impressive and wide ranging from Ripley's Believe It or Not! Times Square to the Corporate Tax Network. Our aim for the show is to dissect the current business climate from our diverse group of wealth creators and business executives. We will endeavor to cover business sentiment, financing climate and hiring inertia for 2012. We will assess the economic outlook as well as hottest trends in markets and business."

The show will be hosted by Barry Sloane, President and CEO of Newtek Business Services, Inc. and co-hosted by Laura Smith from 77WABC. The show will feature three in-studio guests: Gary Milkwick of the [Corporate Tax Network](#), Gregg Mercede, President of [Greenwich Avenue Solar Car Wash](#) and Ori Klein, President of [Locust Systems, Inc.](#) Additional commentators will be Kevin Kurland of [Spire Group](#), Jason Medina of [In and Out Liquors](#) and [Caveman's Grill](#), David Kaufman of [Tour GCX Partners](#) and David Neithardt of [Ripley's Believe It or Not! Times Square](#). *The Small Business Authority Hour* is broadcast from the Small Business Authority Studios atop Madison Square Garden the first Saturday of every month at 4:00 p.m. EDT. We will take live questions from independent business owners beginning at 4:15 p.m. until the show ends at 5:00 p.m. EDT.

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.
- | **[Managed Technology Solutions \(Cloud Computing\)](#)**: 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 27.5 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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