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Independent Business Owners Still Indecisive on Cloud Computing Benefits

June 2011 SB Authority's Market Sentiment Survey Results

NEW YORK, June 28, 2011 /PRNewswire/ -- Newtek Business Services, (NASDAQ: NEWT), [The Small Business Authority](#) with a portfolio of over 100,000 business accounts, announced today the findings of its SB Authority Market Sentiment Survey, a monthly window into the concerns of independent business owners. Based on a poll of approximately 1,000 respondents, one of the key findings from June's survey was 48 percent of small business owners' do not believe cloud computing will help reduce their IT costs. It definitely appears that the education of small independent business owners regarding the obvious benefits of cloud computing still has a long way to go. In addition, 42 percent of business owners surveyed prefer the Small Business Authority's and Microsoft's Cloud Product over Apple's iCloud. The full June 2011 results showed the following

<u>Poll Question</u>	<u>Poll Answer</u>	<u>Percentage</u>
Does your business currently or historically use Microsoft business software products or server operating systems?	Yes	48%
	No	52%
What is the most important software application process to your business?	Email	43%
	Web Applications/eCommerce	26%
	Sales Generation Software, CRM, Database Management	17%
	Storage and Backup	14%
Do you think Cloud Computing could help you reduce your IT Costs?	Yes	20%
	No	48%
	Don't Know	32%
If you wanted to use Cloud Computing for your business would you be more likely to use a:	iCloud	15%
	Small Business Authority/ Microsoft's Cloud Product	42%
	VMWare Cloud Product	6%
	Amazon Cloud Product	8%
	None of the Above	29%

Barry Sloane, President and CEO of [The Small Business Authority](http://www.wabcradio.com) commented, "It appears that despite the popularity and 'rockstar' appeal of Apple's products, most businesses still rely on Microsoft's products and software to operate on. Email and eCommerce are the business applications of importance to most small businesses and it is evident that business owners are starting to learn more about the benefits of cloud computing as well as utilizing this new technology. We strongly recommend that professionals and business owners listen live at <http://www.wabcradio.com> or on 770AM this Saturday at 4:00pm EDT to hear Microsoft and The Small Business Authority's broad discussion with independent owners about cloud computing questions and needs. Please participate or comment on these results by visiting our small business blog on Forbes.com"

About Newtek Business Services, Inc.

Newtek Business Services, [The Small Business Authority](http://www.wabcradio.com), 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](http://www.wabcradio.com), 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.

<http://www.newtekbusinessservices.com>

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>.

Rubenstein Public Relations
Telephone: (212) 843-9335
Contact: Liz Petrova / lpetrova@rubensteinpr.com

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