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## Small Businesses Underutilizing Social Media

### The Small Business Authority Finds Independent Business Owners Are Lax About Security Concerns

NEW YORK, July 30, 2013 /PRNewswire/ -- [Newtek](#) Business Services, NASDAQ: NEWT, [The Small Business Authority](#)<sup>®</sup>, 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 over 2,000 respondents, one of the key findings from the July survey is 57% of business have a Twitter or Facebook account. The [findings from last year](#) compared to this year show 10% more business owners are using social media. Additionally, only 30% of those polled are concerned about Twitter or Facebook using their clients' data.

The full July 2013 results showed the following:

Poll Question	Poll Answer	2013 Percentage
Does your business have a Twitter or Facebook account?	Yes	57%
	No	43%
Are you concerned about Twitter or Facebook using your client data?	Yes	30%
	No	70%

Barry Sloane, Chairman, President and CEO of [The Small Business Authority](#)<sup>®</sup> commented, "Our poll recognizes that not only do small businesses underutilize a great marketing tool in social media, most do not worry about the risks or trade off inherent in social media. We do see a year-over-year increase in total utilization of social media by 10%. This is a good trend for small business, however we are amazed that, while consumers are outraged at the concept of the federal government having access to personal phone and internet data, businesses and consumers regularly share their most sensitive information such as customer lists and other data with Google, Facebook and Apple while using "free" social media services. Further education in the use of these tools should broaden their usage and educate independent business owners about its positives and negatives."

#### **About Newtek Business Services, Inc.**

Newtek Business Services, [The Small Business Authority](#)<sup>®</sup>, provides the following products and services:

- | **[Newtek Advantage](#)**<sup>™</sup>: Mobile real-time operating platform for business intelligence. The Newtek Advantage<sup>™</sup> puts all critical business transactions in real-time. Access data on your smartphone, tablet, laptop or PC as it relates to eCommerce for credit/ debit transactions, website statistics, payroll, insurance and business loans.
- | **[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 through our lending subsidiary, Newtek Small Business Finance, Inc.
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- | **[Accounts Receivable Financing](#)**: Receivable purchasing and financing services.
- | **[Payroll](#)**: Complete payroll management and processing services.

**[The Small Business Authority](#)**<sup>®</sup> is a registered trade mark of Newtek Business Services, Inc., and neither are a part of or endorsed by the U.S. Small Business Administration.

Newtek Business Services, Inc., [The Small Business Authority](http://www.thesba.com)<sup>®</sup>, 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<sup>™</sup> 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<sup>™</sup> 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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