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Majority Of Business Owners Expect Zero Growth In Black Friday And Cyber Monday Sales

NEW YORK, Nov. 26, 2013 /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 900 respondents, one of the key findings from the November survey is that 70% of business owners believe their sales on Black Friday and Cyber Monday will remain unchanged from last year. Of the remaining, 23% believe their sales will be up 4% or more from last year and 7% believe their sales will be down 4% from last year.

The full November 2013 results showed the following:

Poll Question	Poll Answer	2013 Percentage	2012 Percentage
Do you expect your sales on this year's Black Friday and Cyber Monday to be:	Down 4% or more from last year	7%	15%
	Unchanged from last year	70%	60%
	Up 4% or more	23%	25%

Barry Sloane, Chairman, President and CEO of [The Small Business Authority](#)[®] commented, "Business owners seem to be stuck in the status quo. We have been in a low- to no-growth environment for so long that they seem to be caught in the expectation of just coasting along. We will say, however, that retail sales and consumer spending do seem to be the better performing aspects of the economy, albeit at low single digits and should be a greater cause for optimism."

About Newtek Business Services, Inc.

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

- | **[Newtek Advantage](#)**[™]: Mobile real-time operating platform for business intelligence. The Newtek Advantage[™] 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.
- | **[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.

[The Small Business Authority](#)[®] 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](#)[®], 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>.

Investor Relations

Contact: Jayne Cavuoto

Telephone: (212) 273-8179 / jcavuoto@thesba.com

Contact: Brett Maas

Telephone: (646) 536-7331 / brett@haydenir.com

Rubenstein Public Relations

Contact: Jonathan Goldberg

Telephone: (212) 843-9335 / jgoldberg@rubensteinpr.com

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