

September 19, 2012

## Small Business Begins Trend Toward Tablet Usage

### August 2012 SB Authority's Market Sentiment Survey Results

NEW YORK, Sept. 19, 2012 /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 over 2,100 respondents, one of the key findings from the August survey is 67% of business owners do not currently run business applications on a smartphone or tablet. Additionally, only 14% think they will replace their PC with a smartphone or tablet in the future.

The full August 2012 results showed the following:

Poll Question	Poll Answer	Percentage
Do you run business applications on a smartphone or tablet?	Yes	33%
	No	67%
Do you think you will replace your PC with a smartphone or tablet?	Yes	14%
	No	86%

Barry Sloane, Chairman, President and CEO of [The Small Business Authority](#), commented, "We believe the long term trend toward cloud computing and small business using tablets and smartphones has started. We believe mobile computing and mobile applications are here to stay and will revolutionize the way business is done today. We believe the use of paper printing and connectivity with desktops and printers will go to the wayside, much like Polaroid cameras. We are somewhat surprised that those non-mobile application participants do not recognize that they will be moving over to tablet use, as only 14 percent of those non-users interviewed said they intend or believe they will switch in the future.

"We will sample this survey every six to twelve months to check on the trend. We strongly believe that cloud computing and mobile applications for business will be a major trend and wave that will totally increase business efficiency. This trend will also protect our environment by less use of paper and a need to cut down forests and trees. We also see businesses saving a lot of money and becoming much more efficient with fingertip data and much more reporting and computing power with state of the art software becoming more readily available. It appears that most small and independent business owners may not understand cloud computing, however they will begin to see superior benefits through cost reduction and efficiency as more and more service providers such as [Newtek - "The Small Business Authority"](#) deliver standard business processes and solutions in the cloud. In October of 2012 we will launch eCommerce in the cloud, which will deliver real-time credit and debit card data, as well as real-time web traffic to tablets and smartphones. We will also launch payroll and insurance solutions in the cloud at the end of the fourth quarter or the beginning of first quarter 2013. Stay tuned for further cloud computing products, developments and solutions."

### **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 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.

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>.*

#### **Newtek Business Services**

212 West 35<sup>th</sup> Street  
New York, NY 10001  
<http://www.thesba.com>

Rubenstein Public Relations  
Telephone: (212) 843-9335  
Contact: Jonathan Goldberg / [jgoldberg@rubensteinpr.com](mailto:jgoldberg@rubensteinpr.com)

Newtek Business Services  
Telephone: (212) 356-9566  
Contact: Simrita Singh / [ssingh@thesba.com](mailto:ssingh@thesba.com)

SOURCE Newtek Business Services

News Provided by Acquire Media