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Majority Of Small Business Websites Not Optimized For Internet Traffic

NEW YORK, Sept. 2, 2014 /PRNewswire/ -- [Newtek](#) Business Services, Inc. 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 1,400 respondents, the key finding from the August survey is 50% of business owners say web traffic from search engines is an important source of new business opportunity. However, when asked if their website is optimized to maximize its search engine traffic, a majority of business owners answered either "no" or "unsure."



The full August 2014 results showed the following:

Poll Question	Poll Answer	Percentage
Is web traffic from search engines an important source of new opportunity for your business?	Yes	50%
	No	36%
	Unsure	14%
Is your website optimized to maximize its search engine traffic?	Yes	41%
	No	36%
	Unsure	23%

Barry Sloane, Chairman, President and CEO of [The Small Business Authority®](#) commented, "The market for independent business owners is one where every dollar counts. An underutilized or underperforming website is simply unacceptable for most business owners today. Costs are rising and sales are hard to come by but technology is one key tool that can save a business in a tough environment. Newtek recommends that independent business owners freshen up and sharpen their websites in order to compete in today's economy. A website is a vital asset that must perform well and more businesses need to respect and understand the power of Internet search, as well as optimize their websites for internet traffic going forward. Our poll did not offer completely surprising results however we continue to encourage businesses to pay more attention to the quality of their website and better understand the value of Internet search."

About Newtek Business Services, Inc.

[Newtek Business Services, Inc.](#), [The Small Business Authority®](#), is the Authority for the small- and medium-sized business (SMB) market providing a wide range of business services and financial products under the Newtek® brand. Since 1999, Newtek has provided state-of-the-art, cost-efficient products and services and efficient business strategies to over 100,000 business accounts across all 50 States to help them grow their sales, control their expenses and reduce their risk.

Newtek's products and services include: [The Newtek Advantage™](#), [Electronic Payment Processing](#), [Managed Technology Solutions \(Cloud Computing\)](#), [eCommerce](#), [Business Lending](#), [Insurance Services](#), [Web Services](#), [Data Backup, Storage and Retrieval](#), [Accounts Receivable Financing](#), [Payroll](#).

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.

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>.

For more information, please visit www.thesba.com.

Contact:

Newtek Business Services, Inc.

Barry Sloane

Chairman and CEO

212-356-9500

bsloane@thesba.com

Contact: Simrita Singh

Telephone: (212) 356-9566 / ssingh@thesba.com

Investor Relations

Contact: Jayne Cavuoto

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

Contact: Brett Maas

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

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