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## **Newtek, The Small Business Authority, Introduces ISA Program Featuring FREE Website and State-of-the-Art Payment Processing Products at ETA 20**

### ***Chief Executive Sloane Touts Payment Processing Products as 'Superior' to PayPal™***

**LAS VEGAS, NV, April 8, 2010** - At the ETA Annual Meeting & Expo, **April 13-15, Booth 930, Mandalay Bay Resort and Casino, 3950 Las Vegas Blvd. South, Las Vegas, NV**, the premiere event in the payments industry, Newtek Business Services (NASDAQ: NEWT) - The Small Business Authority - is introducing a new ISA (Independent Sales Agent) program featuring a 100% free-of-charge, personally-tailored website via the company's *SiteCenter™* product plus its unrivaled suite of payment processing services *Newtpay™* and *Newtpay Pro™*.

Critically important, the free websites are specifically designed to support business owners when they launch, upgrade and maintain their presence in today's highly competitive online Ecommerce market, Newtek CEO Barry Sloane, emphasized the benefits of his signature payment processing products vs. the ubiquitous *Paypal™*.

"Overall we have the superior product, quite frankly," remarked Sloane. "While *PayPal™* focuses primarily on benefits to the end customer, *NewtPay™* focuses on providing value to the business owner and his cash management needs as well as greatly enhancing servicing by providing one, single call number for all ECommerce issues."

Newtek staff and senior management (including Sloane) will be on-site at the ETA (Booth 930) to educate and answer questions from visitors among the nearly 3,000 attendees who take part in activities in and around the Annual Meeting and will be actively involved in the educational programs, the Expo and social events. ETA 20 is expected to be the largest and best attended annual meeting to date. "We take our positioning as The Small Business Authority very seriously and I truly believe our new ISA program offers some very strong incentives to join us," added Sloane.

In addition to the free website and outstanding payment processing products, Newtek's ISA Program also features easy to understand merchant reporting and residual reporting, flexible and multiple front end availability and excellent front to back communication with all departments which are 100% in-house and never outsourced - for complete customer care and satisfaction.

For further information about Newtek Business Services, Inc.'s ISA program, the free website product *SiteCenter™* and the *NewtPay™* or *NewtPay Pro™* payment systems please call (212) 843-8073, email [amazur@rubensteinpr.com](mailto:amazur@rubensteinpr.com) or visit [www.newtekwebservices.com/isa](http://www.newtekwebservices.com/isa).

### **About ETA Expo**

Over the past several years, the ETA Expo has grown to more than 180 exhibitors and covers thousands of square feet. Past speakers who have been part of the Annual Meeting & Expo include: Best-selling author and entrepreneur Chris Gardner, Fox News analyst Stuart Varney, Visa CEO John Philip Coghlan, CNN host Lou Dobbs, data security expert Bruce Schneier, Discover CEO David Nelms, NFL star and entrepreneur Charles Mann, and many more top executives from within the payments industry.

Educational sessions at the Annual Meeting & Expo cover a wide range of issues and opportunities, and each year, ETA's Technology Committee produces a super session that will offer a showcase for new payment technologies.

Each Annual Meeting also features colocated events, including a presentation of Compliance Day, where attendees can get the latest compliance updates, Prepaid Day, a thorough look at this fast-growing product, a new Investment Community Forum and a complete schedule of ETA University courses.

The Electronic Transactions Association is an international trade association representing companies who offer electronic transaction processing products and services. The purpose of ETA is to influence, monitor and help shape the merchant acquiring industry by providing leadership through education, advocacy and the exchange of information.

ETA's membership spans the breadth of the payments industry, from financial institutions to transaction processors to independent sales organizations (ISOs) to equipment suppliers.

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

Newtek Business Services, Inc. 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 one or more of 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 29.6 million small businesses in the United States, which in total represent 99.7% of all employer firms.

#### **Newtek's business service lines include:**

- | 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.
- | Web Hosting: Full-service web host which offers Ecommerce solutions, shared and dedicated web hosting and related services including domain registration and online shopping cart tools.
- | 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.

#### **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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