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## Newtek Debuts Its "Meet or Beat" Merchant Processing TV Commercial

### Newtek's Merchant Processor Guarantees Price Savings for Prospective Customers

NEW YORK, March 19, 2014 /PRNewswire/ -- [Newtek Business Services, Inc.](#) NASDAQ: NEWT, [The Small Business Authority](#)<sup>®</sup>, today announced the debut of its first television advertisement for its merchant processor, [Newtek Merchant Solutions](#), one of the larger credit card processing providers in the country with over \$4.5 billion in payments processed annually. This [commercial](#), part of the Company's national advertising campaign across several business lines, details Newtek's guarantee to 'meet or beat' a business owner's current credit card processing costs, with the promise to pay \$250 if the Company is unable to satisfy this claim. The commercial also notes that switching to Newtek's merchant processing platform can offer the client access to [Newtek's Data Breach Insurance](#), which provides coverage for up to \$100,000 in Visa/MasterCard fines per merchant account. This [commercial](#) currently airs on CNN and Headline News.

Barry Sloane, Newtek's Chairman, President and CEO commented, "We are pleased to debut this commercial highlighting our merchant processing platform, which is the third product line highlighted in our national television advertising campaign. Our advertising campaign commenced in September of 2012, and currently encompasses television advertisements for our [Business Lending Products](#), [Cloud Services](#) and now [Merchant Processing](#). As the business authority on Merchant Processing, we thoroughly understand how to deliver the winning combination of superior customer service, the ultimate in security, and customizable industry-leading products, all at competitive prices. As a result, we are confident we can reduce the credit card processing costs of our prospective customers while simultaneously providing them with the best program available, giving them the necessary tools to manage their businesses more efficiently and cost effectively in order to retain a competitive edge. In addition to cost savings, we will also provide every merchant account access to our Data Breach Insurance. In light of the increased intensity and frequency of data and security breaches, and our ongoing focus on minimizing merchant risk, this insurance is essential in reducing the protected merchant's monetary exposure in the event of a data and/or security breach. Through this commercial, our goal is to increase the national recognition of our Merchant Processing Program, and grow our merchant client base, attracting new quality independent sales organizations ("ISOs"), agent banks and merchant processing customers to our program."



#### About Newtek Business Services, Inc.

Newtek Business Services, Inc., [The Small Business Authority](#)<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 brand including:

- | The [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.
- | [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 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.

**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.

#### **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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