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Newtek Launches "The Cloud Authority™" TV Ad Campaign

Newtek's Cloud Can Save Customers Up to 60%

NEW YORK, March 18, 2014 /PRNewswire/ -- [Newtek](#) Business Services, NASDAQ: NEWT, [The Small Business Authority®](#), today announced the launch of its first television advertising campaign for its industry-leading cloud hosting services. The [advertising campaign](#) will focus on [Newtek's](#) ability to provide incomparable service, with free 24/7/365 domestic support necessary to enhance the daily operations, and bolster security for its business customers. Newtek also announced that switching to the Newtek Cloud could save customers up to 60 percent in information technology ("IT") costs with its offerings at multiple price-points without sacrificing quality or availability of service around the clock. Newtek welcomes IT professionals and resellers to also utilize its Cloud on a private-label basis.

Newtek's decade-long focus on independent business owners and resellers, and its subsequent depth of understanding have provided the insight necessary to construct a highly functional cloud environment that boasts premium security, dependability with 99.9% uptime, and lightning-fast scalable performance which allows independent business owners to control their IT costs and, at the same time, grow to their fullest potential.

[Newtek's Technology Services'](#) ("NTS") division, [The Cloud Authority™](#), a longtime Windows- and Linux-hosting partner, seeks to attract IT decision makers and small business owners to their industry-leading cloud offerings. [Newtek](#) gives designers, developers, and resellers the ability to earn additional income through cross marketing these state-of-art products through the [Newtek Partners Program](#).

Barry Sloane, Chairman, President and CEO of [The Small Business Authority®](#) commented, "We are excited about our new advertising campaign focused on our [cloud-computing products](#). For over ten years, [Newtek](#) has provided state-of-the-art solutions for IT professionals and independent business owners. According to [Gartner^{1,2}](#) cloud computing will have a very promising future and experience significant growth. We believe the days are over for business owners keeping their servers in an on-premise closet or with a local unbonded IT provider, or their critical business data in a tower under a desk. Critical business hardware, software and data need to be housed in a secure Level-4 data center. By using our cloud infrastructure, business owners and IT professionals can gain that security and reduce their current IT expenditures by up to 60%. Additionally, Newtek's offering is unique in its provision of 24/7/365 U.S.-based live customer service to assist independent business owners and IT professionals with all their hardware and software functional needs. We believe this advertising campaign will simultaneously increase market awareness of Newtek Business Services and The Cloud Authority™."

¹ According to Gartner "...in the next five years enterprises will spend \$921 billion on public cloud services (2013-2017)." Excerpt from Gartner Presentation: [Cloud Computing 2014: ready for real business?](#) Darryl Carlton, October 2013

² "The use of cloud computing is growing, and by 2016 this growth will increase to become the bulk of new IT spend." Excerpt from Gartner Press Release, Oct. 24, 2013; <http://www.gartner.com/newsroom/id/2613015>

About Newtek Business Services, Inc.

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 including:

- | The [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.

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[®] 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>.

FROM:

Newtek Business Services, Inc.

<http://www.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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