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## Newtek Business Services Retains Rubenstein for Investor Relations

NEW YORK, Jan. 24, 2012 /PRNewswire/ -- Newtek Business Services, NASDAQ: NEWT, [The Small Business Authority](#), is announcing today their retention of [Rubenstein Investor Relations](#), Inc. to generate a level of awareness in the investment community about the advantages and opportunity of investing in the common stock of Newtek Business Services Inc, [NEWT:NASDAQ](#). The Rubenstein Investor Relations program is staffed with Wall Street professionals who have experience in creating the awareness of Newtek Business Services' unique and upwards-trending business model. Newtek Business Services will be working with Rubenstein to develop comprehensive programs to assist investors with increasing levels of awareness of investment merits and valuation. Rubenstein's broad practice areas of strategic communications and media relations reflect the diversity and depth of their client relationships.

Richard Rubenstein, President of RIR said, "Newtek has a unique business model offering a myriad of small business solutions through simple and accessible platforms. Their products and services address a broad range of specialized applications making their Company extremely attractive to multiple sectors of the business community and, in turn, to multiple sectors within the investment community. We look forward to implementing our plan to expose Newtek to a broader base of institutions, analysts, funds and special situation investors in order to gain greater awareness of the Company."

Newtek Business Services and its retail brand, [The Small Business Authority](#), have been working with [Rubenstein Public Relations](#) for three years and Newtek anticipates announcing a second profitable year in a row. Newtek anticipates 2011 modified EBITDA of between \$8.8 million and \$9.6 million, whereas the midpoint modified EBITDA estimate for 2012 is \$11 million.

**About Rubenstein Investor Relations, Inc.** Rubenstein Investor Relations specializes in introducing and positioning small- and mid-cap companies to appropriate communities of investors. RIR focuses on facilitating and developing strong and lasting investment banking relations, building institutional support, and improving clients' overall investor relations strategies.

### **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>.*

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