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NewTek Announces Three Executive Promotions

Marketing, strategic relations and training expanded

SAN ANTONIO – July 11, 2013 – [NewTek™](#), a leader in multi-camera live video production systems and 3D animation software, today announced the promotion of three key executives:

- **Carter Holland is promoted to Chief Marketing Officer (CMO).** Carter joined NewTek in 2011 as EVP of Worldwide Marketing, and has spearheaded the implementation of the company's international demand generation programs. As CMO, he will continue to focus on driving strong customer growth and revenue performance for NewTek.
- **Philip Nelson is promoted to Chief Relationship Officer (CRO).** Philip, who was most recently SVP of Artist and Media Relations and has held a range of sales and marketing leadership positions at NewTek over the past 15 years, will drive the cultivation of strategic customer relationships across all markets. He will also continue to champion the culture of the company and lead the social media efforts.
- **Don Ballance is promoted to VP of Worldwide Training and Development.** Don, who was previously Director of Training Worldwide and a 14-year veteran of NewTek, will help to further accelerate the expansion of NewTek's training and certification programs, which has grown to include training centers in 29 US states and certified operators in 11 countries.

"Carter, Philip and Don have been instrumental in the growth of NewTek and we are proud to recognize their contributions to our collective success with these promotions. Each will continue to aid in NewTek's global growth and innovative leadership," said Jim Plant, President and CEO of NewTek. "We're looking forward to the continued value they will bring to NewTek as we move forward."

Full bios and photos can be found at www.newtek.com.

About NewTek

NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, Web-based talk shows, live entertainment, classrooms, and corporate communications—to virtually any venue where people want to capture and publish

live video, we give our customers the power to grow their audiences, brands and businesses, faster than ever before.

Clients include: "The X Factor," ESPN X Games, New York Giants, NBA Development League, Fox News, BBC, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, TWiT.TV, USA TODAY, Department of Homeland Security (DHS), and National Aeronautics and Space Administration (NASA).

NewTek is privately owned and based in San Antonio, Texas. For more information on NewTek please visit: www.newtek.com, [Twitter](#), [YouTube](#), [Flickr](#) or connect with us on [Facebook](#).

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