



B #:	1373-14
Date:	07/15/2014
To:	All Participants
Category:	Dividends
From:	Supervisor, Stock Dividend Department
Attention:	Dividend Managers, Cashiers, and Reorganization Managers
Subject:	Rights Offering: Unity Bancorp Inc New Jersey CUSIP: 913290102 Contra Cusip: 913290995 R/D: 06/30/2014 Payable Date: 07/01/2014 Rate: 1 for 1 Expiration Date: 08/08/2014 5:00 P.M. New York Time

*****WARNING TIME CRITICAL*****

Unity Bancorp Inc New Jersey is issuing non transferable right(s) to holders as of the close of business on 06/30/2014, the Record Date. Each holder is entitled to receive one right(s) for each share of common stock held.

DTC anticipates allocating rights today July 15, 2014.

THE DIVIDEND POSITION AND ALLOCATION HISTORY (DPAL) OPTION, ACCESSED VIA THE PTS DIVIDEND ANNOUNCEMENTS INQUIRY FUNCTION (DIVA), SHOULD BE USED TO CONFIRM YOUR RECORD DATE POSITION HISTORY.

IT IS IMPORTANT THAT PARTICIPANTS REFER TO THE DTC REORGANIZATION INQUIRY FOR PARTICIPANTS (RIPS), FUNCTION CODE 59, FOR INFORMATION REGARDING THE SUBSCRIPTION PRIVILEGE AND ANY EXTENSIONS TO THE EXPIRATION DATE.

If participants have any questions regarding this Important Notice, they may contact DTC’s Customer Help Center at (888) 382-2721.

If participants have any questions regarding this Rights Offering, please contact Registrar and Transfer Company, the subscription agent, at (800) 368-5948.

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