



- r Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - r Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers

The Registrant issued a press release on February 23, 2011 announcing the election of Mary Gross to the Registrant's Board of Directors, the full text of which is filed as Exhibit 99.1 with this Current Report on Form 8-K. Ms. Gross previously served as a member of the Board of Directors of Unity Bank, the Registrant's wholly owned subsidiary.

Ms. Gross will serve on the Audit and Human Resources committees of the Registrant's Board of Directors.

There are no arrangements or understandings between Ms. Gross and any other persons pursuant to which she was selected as a director. There are no material plans, contracts or arrangements to which Ms. Gross is a party or in which she participates that was entered into or materially amended in connection with Ms. Gross' appointment to the Board, nor are there any grants or awards to Ms. Gross, in connection with the same.

Ms. Gross conducts banking transactions with the Bank from time to time. Each such transaction is made in the ordinary course of the Bank's business on substantially the same terms, including interest rates and collateral, as those prevailing at the time for comparable transactions with other persons and do not involve more than the normal risk of collectability or present other unfavorable features.

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Item Financial Statements and Exhibits.  
9.01

(d) Exhibits  
EXHIBIT Description  
99.1 Press release issued by the Registrant on February 23, 2011

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned hereunto duly authorized.

(Registrant) UNITY BANCORP, INC.

Date: February 23, 2011

By:

/s/ Alan J. Bedner  
Alan J. Bedner  
EVP and Chief Financial Officer

EXHIBIT INDEX

EXHIBIT DESCRIPTION

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99.1 Press release issued by the Registrant on February 23, 2011

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