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# Digital Insight to Help Clients Compete and Win in new Era

## 2007 National Conference Focuses on Competitive Benefits of a Customer-Driven Approach to Online Banking

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--

Digital Insight(R), an Intuit(R) company, will deliver valuable competitive insights to financial institution representatives attending the 8th Annual Digital Insight National Conference, "Critical Crossroads: Choosing the Right Course," March 25-27 in Las Vegas. The conference will feature a variety of industry leaders offering insight and ideas to help financial institutions choose the right course to compete and win in a new era.

"Online banking continues to be the fastest growing business in our clients' portfolios," said Jeff Stiefler, president of Digital Insight. "Our job is to arm our clients with the knowledge and capabilities they need to attract more customers and develop deeper and more valuable relationships with them."

The conference will feature keynote speeches, customized sessions and workshops led by leading analysts and thought leaders. The events are designed to provide insight into how to gain a keen understanding, effectively reach and best serve the today's demanding consumers and businesses.

Speaker lineup

Scheduled keynote speakers include:

J. Walker Smith, president of Yankelovich, Inc., reviewing a highly significant trend in the consumer marketplace today - customer empowerment. Increasingly, customers want to take charge of their marketplace relationships, including those with their financial institution. Smith will discuss ways in which financial institutions should adapt as well as ways in which financial institutions can successfully facilitate customer control.

Steve Bennett, president and chief executive officer of Intuit Inc. (Nasdaq: INTU), sharing his point of view on the opportunities Intuit sees within online banking, and what the next generation of online banking can deliver to financial institutions, consumers and small businesses.

Scott Cook, co-founder of Intuit, discussing how Intuit's unique product development and design process - called Customer Driven Innovation - led to the company's extraordinary success and can be used to fundamentally reinvent the online banking experience for financial institutions and their customers.

Stiefler, of Digital Insight, talking about the logic that led to Digital Insight's acquisition by

Intuit and how Intuit's distinctive competencies, when combined with Digital Insight's ability to deliver fully outsourced online banking solutions to thousands of financial institutions and millions of customers, can create sustainable competitive advantage for Digital Insight clients.

Workshop lineup

Scheduled workshops include:

- Small Business 360: Providing a unique view into how small businesses think and what they want, this three-part interactive seminar will feature strategic recommendations supported by proprietary market research on how to win over a seemingly elusive market.
- Experiential End User Labs: Enhanced by Digital Insight and Intuit's extensive knowledge of user behavior and financial institutions' needs, these interactive focus groups will be led by experienced team members, leading financial institutions and industry authorities.
- Case Study Cafes: Industry leaders and financial institutions will share their winning strategies to boost growth and improve service while reducing costs-to-serve. These events will also provide financial institutions an opportunity to learn from and network with peers.

Digital Insight is the largest outsourced provider of Internet banking services in the United States, serving nearly 1,800 financial institutions, nearly 7 million consumers and 100,000 business end users. In February 2007, Digital Insight was acquired by Intuit and together the companies serve more than 5,000 financial institutions, nearly 25 million consumers and nearly 7 million small businesses.

More information on the 2007 Digital Insight National Conference is available at [www.digitalinsight.com/2007conference](http://www.digitalinsight.com/2007conference).

About Intuit Inc.

Intuit Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Its flagship products and services, including QuickBooks(R), Quicken(R) and TurboTax(R) software, simplify small business management and payroll processing, personal finance, and tax preparation and filing. ProSeries(R) and Lacerte(R) are Intuit's leading tax preparation software suites for professional accountants. The company's financial institutions division, anchored by Digital Insight, provides on-demand banking services to help banks and credit unions serve businesses and consumers with innovative solutions.

Founded in 1983, Intuit had annual revenue of \$2.3 billion in its fiscal year 2006. The company has more than 8,100 employees with major offices in the United States, Canada, the United Kingdom and other locations. More information can be found at [www.intuit.com](http://www.intuit.com).

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Source: Intuit Inc.