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Intuit Helps Accountants Find Freedom in the Cloud

New, Free QuickBooks Cloud ProAdvisor Program provides easier access to Intuit's leading online accounting solutions

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit (Nasdaq: INTU) today announced the launch of the [Intuit QuickBooks Cloud ProAdvisor Program](#), a free program designed to help accounting professionals start and grow their practice using Intuit's leading online financial and employee management solutions. The announcement was made at the [2013 Midwest Accounting & Finance Showcase](#) in Rosemont, Ill.

A benefit of the Intuit QuickBooks Cloud ProAdvisor Program is free access to several of Intuit's web-based products, including [QuickBooks Online Accountant](#), [Intuit Tax Online](#) and [Intuit Online Payroll for Accountants](#). The program also includes access to a "My Company" file in [QuickBooks Online Plus](#) for the accounting professional's use and Intuit's QuickBooks Online advanced product training and certification to further distinguish one's online expertise.

"Online accounting and tax solutions are the future of the industry," said Stephanie McGuire, tax accountant at [McGuire & Associates](#), a CPA firm in Bozeman, Mont. focused on tax, accounting, and business consulting services for individuals, small and non-profit businesses. "The availability of this free program knocks down any remaining barriers accountants may have when it comes to using and learning Intuit's online solutions."

[QuickBooks Online](#) is the number one cloud accounting solution for small businesses, with 1.3 million paying QuickBooks Online users worldwide.

"The Cloud' is no longer a new concept, it's a necessary platform for accounting professionals to leverage in order to launch and grow their practices and better meet their clients' needs and expectations," said Luis Sanchez, director, North America ProAdvisor Programs, at Intuit. "It's essential that we provide accounting professionals with access to the tools they need to serve the growing number of their small business clients using online solutions. With the QuickBooks Cloud ProAdvisor Program, accounting professionals can easily launch or move their entire practices online and experience the added flexibility and efficiencies of anytime, anywhere access."

Everything You Need to Launch and Grow Your Online Practice

In addition to QuickBooks Online Plus and QuickBooks Online Accountant, members of this new program receive five free uses of Intuit Tax Online and one year free of Intuit Online Payroll for Accountants for one client. The Intuit QuickBooks Cloud ProAdvisor Program also includes:

- **Advanced Training:** Enhance your product familiarity and expertise as well as achieve

certification for [QuickBooks Online](#) to make your practice stand out to clients and prospects.

- **Referral Directory Listing:** Attract new clients by listing your practice on the Find-a-ProAdvisor website and further differentiate yourself with QuickBooks Online certification.
- **Marketing Tools:** Create and launch personalized marketing campaigns for clients and prospects using Intuit's marketing tools and co-branded templates.

Pricing and Availability

The Intuit QuickBooks Cloud ProAdvisor Program is available today and can be accessed at <http://accountants.intuit.com/index-cloud-solutions.jsp>. The program is free to new members. The benefits of this new Intuit Cloud program are included and available to current members of the [Intuit QuickBooks ProAdvisor Program](#).

Resources:

- [Intuit Accounting Professionals Division on Twitter](#)
- [Intuit Accounting Professionals Division on Facebook](#)

About Intuit Inc.

[Intuit Inc.](#) creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include [QuickBooks](#)®, [Quicken](#)® and [TurboTax](#)®, which make it easier to manage [small businesses](#) and [payroll processing](#), [personal finance](#), and [tax preparation and filing](#). [Mint.com](#) provides a fresh, easy and intelligent way for people to manage their money, while [Demandforce](#)® offers marketing and communication tools for small businesses. [ProSeries](#)® and [Lacerte](#)® are Intuit's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of \$4.2 billion in its fiscal year 2013. The company has approximately 8,200 employees with major offices in the [United States](#), [Canada](#), the [United Kingdom](#), [India](#) and other locations. More information can be found at www.intuit.com.

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