

January 31, 2014



GoldieBlox Wins Intuit Small Business Big Game

Toy Company Becomes First Small Business to Have Its Own Ad in Football's Biggest Game

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- This Sunday, more than 100 million people will see the first-ever small business commercial on the big game courtesy of Intuit [Small Business Big Game](#), sponsored by Intuit QuickBooks. After tens of thousands of entries and millions of votes, GoldieBlox – an innovative toy company inspiring girls to push the limits and think outside the box through storytelling and basic engineering concepts – is the grand-prize winner. Its reward: an all expenses-paid commercial for the company that will air during the third quarter of the championship game.

Debbie Sterling, Founder and CEO of GoldieBlox, a toy company out to inspire the next generation of female engineers, demonstrates how cool engineering can be with GoldieBlox toys, in their office in Oakland, CA. GoldieBlox is the winner of the Intuit Small Business Big Game campaign; its 30-second ad will air during the third quarter of this Sunday's football game. (AP Photo: Alison Yin)

“When we first heard about the program, we immediately knew this was a game-changing, once-in-a-lifetime opportunity for any small

business,” said Debbie Sterling, chief executive officer and founder of GoldieBlox. “We still can’t believe we won and will appear alongside some of the biggest brands in the world. This is truly a milestone for our business and a giant leap forward for our mission. We can’t wait for millions of viewers to learn more about GoldieBlox.”

“We’ve been awed and inspired by the stories we’ve heard through Small Business Big Game,” said Brad Smith, Intuit president and chief executive officer. “GoldieBlox is an outstanding example of the 29 million small businesses across the United States whose passion helps drive our economy forward. As a father of two daughters, their mission really strikes a chord and it’s clear voters around the world felt the same way.”

Small Business Big Game Summary

Small Business Big Game has been a six-month program by Intuit to share small business stories with the world and recognize their contributions, providing more than \$25 million in rewards and offers to help them succeed. It kicked off July 31 and thousands of small businesses entered for a chance at the opportunity of a lifetime. The top four finalists – [GoldieBlox](#), [Barley Labs](#), [Locally Laid Egg Company](#) and [POOP – Natural Dairy Compost](#) – were announced in November, when the world was invited to vote for their favorite to win the ultimate prize.

All four finalists receive:

- Free, lifetime use of Intuit small business solutions, including Intuit QuickBooks,

payroll, payments and Demandforce.

- Professionally produced advertising for their business.
- A meeting and business advice from entrepreneur and reality star Bill Rancic.
- An all-expense paid trip to New York for a big game viewing party held in their honor.

About GoldieBlox

Debbie Sterling founded [GoldieBlox](#) in 2012 after recognizing the need for more women in engineering and knowing that girls typically lose interest in math and science as early as age eight. Seizing the opportunity to inspire future innovators before this critical juncture, Sterling designed GoldieBlox to cultivate young girls' ingenuity and get them building.

GoldieBlox is a book series and construction set where girls follow and build alongside Goldie, a girl inventor. As children read along, they are taught to build simple machines that work to overcome obstacles faced by Goldie and her friends. In just over a year, the company has grown to 15 employees and sells three different toy sets as well as a mission-driven apparel line on their website. GoldieBlox toys are also sold at thousands of retail locations across the United States and Canada and have just launched at Target.

About the Advertisement

The 30-second television spot for GoldieBlox was produced by RPA, an independent fully integrated advertising agency based in Santa Monica, Calif. The concept brings the GoldieBlox mission to life, showing that girls can disrupt the status quo and envision their toys in a new way. The ad will serve as a rallying cry that all girls are more than just princesses. To view teasers of the spot, click [here](#) and [here](#).

About Small Business Big Game

To learn more about Small Business Big Game, visit www.SmallBusinessBigGame.com. To join the conversation, share on [Facebook](#) and [Twitter](#) using #TeamSmallBiz.

About Intuit Inc.

[Intuit Inc.](#) (Nasdaq: INTU) 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 8,000 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.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140130006679/en/>

Intuit Inc.

Elisabeth Gettelman, 415-238-1915

egettelman@intuit.com

or

Access Communications

Jen Garcia, 415-828-2514

jgarcia@accesspr.com

Source: Intuit Inc.