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Ready to Collaborate? Intuit Invites Innovators to Participate

Applications Being Accepted for Entrepreneur Day 2011

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Startups and innovators looking to collaborate with a proven technology leader to help hatch their next great idea are invited to apply to participate in Intuit Inc.'s (Nasdaq:INTU) third annual Entrepreneur Day.

Whether it's mobile applications, cloud computing, or data analytics technology, Intuit is seeking companies that can help support its mission: improving the financial lives of its millions of customers. Those selected to participate will meet with Intuit business leaders and have one-on-one time to pitch their ideas and demonstrate their products.

Potential participants must submit an application that describes their product or service and a profile of their target customers. The application deadline is Sept. 9 for the event, to be held at Intuit's headquarters in Mountain View, Calif., on Oct. 6.

More details on the application process are available at the Intuit Collaboratory website at http://entrepreneur-day.com. Tips on how to create a successful, attention-getting proposal, are posted on the Intuit Network.

Benefits of Entrepreneur Day

Intuit, recently named as one of Forbes Most Innovative Companies, hosts Entrepreneur Day as part of its open innovation program. As a result of previous Entrepreneur Days, several companies have found opportunities to work with Intuit.

"Technology moves fast, and through Entrepreneur Day our Intuit leaders and the entrepreneurs on the front line of emerging technologies will begin to work together to bring something new to market that's meaningful for our customers," said Tayloe Stansbury, chief technology officer, Intuit. "As we open up our innovation processes, the entrepreneurs who participate can benefit from us introducing them to our large ecosystem of partners, suppliers and customers."

After attending last year's event, David Barrett, chief executive officer of Expensify, joined the Intuit Partner Platform and integrated his expense report program within QuickBooks.

"The time I invested in applying for and attending Entrepreneur Day paid off," said Barrett. "The experience opened a number of doors for me. I met with a lot of great people, from top to bottom, and got in front of the right decision makers to move a relationship with Intuit and their product development teams along quickly."

Entrepreneur Day 2011 will begin with a question-and-answer session with Intuit founder Scott Cook and the company's chief technology officer, Tayloe Stansbury. Participants will

then get a closer look inside Intuit during roundtable discussions with leaders from the company's different business units. Companies will then pitch their ideas and get immediate feedback during a round of 25-minute "speed dates" with Intuit's business development and technology teams.

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®, Quicken® and TurboTax®, simplify small business management and payroll processing, personal finance, and tax preparation and filing. ProSeries® and Lacerte® are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services helps banks and credit unions grow by providing on-demand solutions and services that make it easier for consumers and businesses to manage their money.

Founded in 1983, Intuit had annual revenue of $3.5 billion in its fiscal year 2010. The company has approximately 7,700 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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