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Money Questions: Mint.com has Answers

New MintLife Feature Pools Expert Advice and Community Insight;
Helps People Save and Do More With Their Money

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- More than 3 million people turn to Mint.com (www.mint.com) for insight into their spending habits. Now, they can learn how to save and do more with their money with [Mint Answers](#), a new feature on [MintLife](#), the Mint.Com award-winning blog.

"Should I buy or lease a new car?" "How should married couples divide their money and expenses?" "What retirement account is best for me?"

This is a sampling of the questions people send to Mint Answers based on what they learn about their saving and spending habits, or triggered by what they read in the blog. Answers are provided at no charge, coming from a panel of professional advisors and from other users. Ultimately, people can apply the answers directly to their own situations.

"Because of the recession, people are talking more openly about money, a once-taboo topic," said Aaron Patzer, general manager and vice president of Intuit Personal Finance and founder of Mint.com, citing results from a recent [Intuit Money Matters Town Hall Survey](#). "Mint Answers helps them make informed decisions about their finances. They get real-time access to experts and peers to answer their money questions."

Questions are grouped by topic, Budgeting, [Debt Management](#), Future Goals, and Savings. The forum is open to anyone, with answers screened by the MintLife editorial staff and ranked by other users based on the usefulness of the response.

Patzer said the process allows the most helpful content to rise to the top, making it easier to find the response that best suits people's needs. Initially, MintAnswers will feature expert advice from the [Alliance of Cambridge Advisors](#) (ACA, www.acaplanners.org), a group recently featured on the former FiLife website.

"We're glad to be able to bring our highly qualified, ethical advice into the Mint.com dialogue," said Catherine Stegmaier, executive director of ACA. "Having advice tied to people's actual spending data is invaluable."

Mint Answers is the latest tool that stimulates conversation between Mint.com and its users, joining the Facebook fan page, Twitter, and a recent integration with GetSatisfaction that takes customer support and feedback to a new level. The Answers platform is provided by [Sponge](#), a white-label question and answer platform that helps sites capture high quality content optimized for search traffic.

About Mint.com

Mint.com is a leading [online personal finance](#) service from Intuit Inc. (Nasdaq:INTU),

providing over 3 million users a fresh, easy and intelligent way to manage their money. And it's free. Launched in September 2007, Mint.com has quickly grown to track nearly \$200 billion in transactions and \$50 billion in assets and has identified more than \$300 million in potential savings for its users. Mint.com's innovation is in applying advanced technology to deliver breakthrough ease-of-use. Using patent-pending technology and proprietary algorithms, Mint.com allows users to see all their financial accounts in one place, makes it easy to set and keep to budgets, and helps identify money saving ideas. Mint.com is so effective that more than 90 percent of users say they have changed their financial habits as a result of using the service. For more information on Mint.com's free online personal finance service, please visit <http://www.mint.com> and follow Mint.com on Twitter: www.twitter.com/mint.

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), 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 offerings 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 \$3.1 billion in its fiscal year 2009. The company has approximately 7,800 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 <<http://www.intuit.com/>>.

Source: Intuit Inc.