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QuickBooks Small Business Big Game Kicks Off

Program Goes Live; Submit Entries on 'Own It: A Small Business Network'

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- The coin has been tossed, and small businesses have the ball. Intuit Inc.'s (Nasdaq: INTU) Small Business Big Game, sponsored by QuickBooks, is open for entries. The program offers small businesses the chance to score the ultimate touchdown – an expenses-paid, 30-second television commercial during professional football's biggest game taking place at Levi's Stadium on Feb. 7, 2016.

To enter, small businesses simply need to visit QuickBooks' [Small Business Big Game website](#). Once there, they will join [Own It: A Small Business Network](#) and be asked to create a profile and share details on what makes their small business special. The call for entries will run through early August and is part of QuickBooks' bold commitment to fuel small business success.

"Small businesses don't get enough credit for all they do, and we need to continue to celebrate and commit ourselves to their continued success," said Dan Wernikoff, senior vice president and general manager of Intuit's Small Business Group. "Kicking off this year's program is another step in helping shine a national spotlight on their contributions, through a platform that will commemorate them and reinforce their importance to our economy and communities."

Call for Entries: Small Business Big Game

Small Business Big Game will run through Aug. 7, at 11:59 p.m. Pacific Time, when the Phase 1 submission period will formally close. After the initial submission period ends, participants will be evaluated by an internal panel of judges at Intuit. They will judge entries based on the owners' passion for their small business, as well as their authenticity, public representation and other entrepreneurial benchmarks that align with the company's commitment to small business success.

On Sept. 2, the top 10 finalists will be announced, with public voting kicking off to determine the top three winners continuing through Nov. 3, at 12 p.m. Pacific Time. These finalists will receive an expenses-paid trip in November to Intuit's annual [QuickBooks Connect](#) conference in San Jose, Calif., where business owners will have an opportunity to spotlight their company's brand and business proposition to thousands of audience members attending the event.

The top three finalists will be announced live at the conference, following the open public vote that will determine the ultimate winner of this year's program.

How to Participate

To participate and begin their journey toward a national spotlight during football's biggest game, small businesses can register at www.SmallBusinessBigGame.com. There, small business owners will have an opportunity to submit as many as five content entries to the website that best represent their small businesses, which will be factored into the selection process for the top 10 finalists:

- **Answer the Big Question:** Post a text response to the following question: "What would a Big Game ad mean for your business?"
- **Mark Your Milestones:** Post a text, photo or both that represent a milestone for your Small Business and include a caption that explains the photo.
- **Review Replay:** Post a text, photo or both that explains or demonstrates why customers like your small business.
- **Small Business Supporters:** Post a shout-out to an individual who has supported your small business, as well as an optional photo.
- **Own It 24/7:** Post a photo that shows your small business working "after hours" or text that explains how you "own it."

During Phase I, participants may also create and post a video that is no longer than 90 seconds, which presents the small business and captures its core spirit and service, as well as what a Big Game commercial would mean to growing the business.

Previous Winner's Success

The campaign reflects QuickBooks' mission to inspire, educate and connect the nation's 29 million small businesses, while creating a life-changing experience for one deserving company. In 2013, QuickBooks took small business owners off the sidelines and put them in the starting lineup with the first edition of Small Business Big Game. Toymaker startup [GoldieBlox](#) from Oakland, Calif., won the contest, receiving a television spot that reached more than 100 million viewers during the broadcast. The resulting exposure provided a noticeable boost to GoldieBlox, which has gone on to launch three new games and a mobile app.

More Information

- www.SmallBusinessBigGame.com
- [Own It: A Small Business Network](#)
- [Intuit's bold commitment to small business success](#)
- [QuickBooks Small Business Big Game](#)
- [QuickBooks Connect Local](#)

To join the conversation, share on Facebook and [Twitter](#) using #TeamSmallBiz.

QuickBooks Small Business Big Game – Official Rules

For more information on official rules and how to enter, visit the Small Business Big Game website at www.SmallBusinessBigGame.com.

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 \$4.5 billion in its fiscal year 2014. 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.

Intuit and Small Business Big Game are not affiliated with the NFL or the Super Bowl.

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