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TurboTax Launches the "FreeLoader Nation" With MySpace Secret Shows

SAN DIEGO--(BUSINESS WIRE)-- TurboTax(R), the nation's No. 1-rated, best-selling [tax preparation software](#) from Intuit Inc. (Nasdaq:INTU), today announced the launch of FreeLoader Nation, an integrated marketing and social media campaign that includes a new relationship with [MySpace](#), the world's premiere social portal.

Hosted by Internet sensation Tay Zonday, FreeLoader Nation dishes out access to [free online federal tax preparation](#) with the TurboTax Online Free Edition and other free stuff, including concerts with today's hottest bands through [MySpace Secret Shows](#). MySpace Secret Shows boasts nearly 500,000 friends, offering members the ability to attend free performances by their favorite artists in small, intimate venues. MySpace Music has organized nearly 200 global Secret Shows since the franchise launched in February 2006 with iconic artists like The Cure, The Killers, Neil Diamond, Slayer, Franz Ferdinand, and the Yeah Yeah Yeahs performing in cities around the world.

"TurboTax wants Americans to embrace their inner Freeloder," said Seth Greenberg, director of online marketing for TurboTax. "FreeLoader Nation isn't just a product campaign, it's a state of mind. TurboTax makes it easy to get something you really want for nothing, whether that's free federal tax prep, great music or some really cool prizes."

To join the FreeLoader Nation and receive notification about upcoming Secret Shows, MySpace members can friend the FreeLoader Nation MySpace profile at www.freeloadernation.com. Friends of FreeLoader Nation will receive email bulletins approximately 48 hours before each show announcing the artist and venue location in various U.S. cities. Admittance will be on a first-come, first-served basis.

"This innovative TurboTax sponsorship of MySpace Music's most popular offline and online programs will enable them to reach an engaged and active community of young people to create a new and different dialogue around filing their taxes," said Angela Courtin, senior vice president of marketing, entertainment, and content at MySpace.

TurboTax is also sponsoring free music downloads on MySpace Music and enabling MySpace users to share the songs with their friends. Users have up to seven days to accept a shared music stream and once downloaded, the songs will not expire in playlists. Co-branded TurboTax ads will be promoted throughout the MySpace MyMusic page, the MySpace Personal Music Player, and MySpaceVideo.

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 2008. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom and other locations. More information can be found at www.intuit.com.

About MySpace Music

MySpace Music is a landmark joint venture among MySpace, The EMI Group, SONY BMG MUSIC ENTERTAINMENT, Universal Music Group, Warner Music Group, and Sony ATV, and whose independent music distribution partners include The Orchard, IODA, Alternative Distribution Alliance, RED, Fontana, and Caroline. MySpace Music offers an ever-growing catalog of freely streamable audio and video content, user-friendly e-commerce solutions, personal music players, and user and artist playlisting. MySpace Music aims to empower major, independent, and unsigned artists to monetize their content through multiple revenue streams by allowing the MySpace community to freely stream premium content in an ad-supported environment, purchase MP3s and ringtones, create and share playlists, and ultimately buy merchandise, concert tickets, and other digital and physical goods. MySpace Music also connects artists and fans in the offline arena through various concert series and live events including Secret Shows, MySpaceLIVE!, Transmissions, The Release, Front to Back and The List

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Source: Intuit Inc.