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It's a Match Made in QuickBooks

Intuit Connects Small Business Users to Certified ProAdvisors Inside QuickBooks Online

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- QuickBooks Online has evolved from being the world's number one small business cloud accounting software to the world's small business cloud accounting online operating system. By connecting Certified QuickBooks Online ProAdvisors with hundreds of thousands of small business users, [Intuit Inc.](#) (Nasdaq: INTU) has provided a significant benefit to both parties: Certified QuickBooks Online ProAdvisors can now reach more small business users and receive higher quality leads directly from within the [new QuickBooks Online](#). Small business users working in the new QuickBooks Online can now find a Certified QuickBooks Online ProAdvisor right from within the product. Intuit president and chief executive officer Brad Smith made this announcement during his keynote address at the [Sleeter Group's Accounting Solutions Conference](#) in Las Vegas.

"Accounting professionals now have the opportunity to distinguish their practice and increase their credibility as an expert in the cloud by being a Certified QuickBooks Online ProAdvisor," said Luis Sanchez, director of marketing and leader of the QuickBooks ProAdvisor Program. "With a new user joining QuickBooks Online every minute of every day, we want to help accounting professionals grow their knowledge and expertise around using our online solutions so they can more quickly grow their practices."

With more than 100,000 QuickBooks Online for Accountants users, Intuit is looking to connect its more than 500,000 QuickBooks Online paid subscribers and 1.48 million users across 124 countries with accounting professionals that know, use, love and are certified in QuickBooks Online. Small businesses signing up on the new QuickBooks Online can now invite their accountant or bookkeeper right from within QuickBooks Online to help them get the most out of their QuickBooks software and receive counsel regarding setup, training, payroll and consulting, among other core benefits. If a small business doesn't have an accounting professional, they can easily use the "Find an Accountant or Bookkeeper" feature accessible directly from their new QuickBooks Online home page activity feed to find ProAdvisors in their area that are certified in QuickBooks Online.

In addition to connecting QuickBooks Online users to certified QuickBooks Online ProAdvisors, Intuit also makes it easier for accounting professionals to expand their knowledge and gain access to Intuit's online solutions. Launched in August, Intuit now offers the QuickBooks Cloud ProAdvisor Program, a free program designed specifically for those working in the cloud or interested in moving and growing their practice online. Members of the QuickBooks Cloud ProAdvisor Program have access to QuickBooks Online, QuickBooks Online Accountant, QuickBooks Online training and certification, Intuit Tax Online, Intuit Online Payroll for Accountants and marketing tools so they can start realizing the benefits and efficiencies of working online immediately. All QuickBooks Cloud ProAdvisor Program benefits are automatically included in the QuickBooks ProAdvisor Program, and are

available to all QuickBooks ProAdvisors.

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 \$4.2 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.

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Intuit Inc.

Kim Amsbaugh, 650-944-6649

kim_amsbaugh@intuit.com

or

Access Communications

Yasmeen Salahuddin, 917-522-3531

ysalahuddin@accesspr.com

Source: Intuit Inc.