

January 9, 2019



# TurboTax Launches Comprehensive Spanish Language Tax Resources Available to Hispanics

*Spanish Speaking Customers Now Have Access to Free Tools and Financial Tax Information in Their Language of Choice Through NEW TurboTax Bilingual Blog*

SAN DIEGO--(BUSINESS WIRE)-- Today, [TurboTax](#), from [Intuit Inc.](#) (Nasdaq: INTU) – the leader in online tax prep, processing over 30 million returns last year alone in the U.S. – announced that its award-winning [TurboTax Blog](#) will now be available in both [Spanish](#) and English, making it one of the most comprehensive free tax information resources available to U.S. Spanish-speaking audiences.

“Engaging with the Latino community is a priority for TurboTax. For several years we have embarked on a mission to empower and inform the Latino consumer about finances and taxes and we are excited to be taking the next step in that journey today with the launch of the only bilingual blog in the tax industry,” said Mary-Ann Somers, Chief Growth Officer for Intuit TurboTax. “We recognize the need for Hispanic consumers to have access to the same quality of content in Spanish and English.”

According to [Pew Research](#), there are roughly 60 million Hispanics in the U.S., and Hispanic population accounts for half of the overall population growth in the US. By 2050, the Latino population is projected to be 132.8 million, or 30.2% of the total projected U.S. population. Moreover, [Spanish](#) is the second most spoken language in the U.S., by approximately 40 million Hispanics, and the [U.S.](#) is also the second largest Spanish speaking country in the world bigger than Spain. Furthermore, in-language online financial resources available to Hispanics are vital to connect with this market.

The [new bilingual TurboTax Blog](#) will offer consumers hundreds of pieces of content, videos and tools designed to educate and empower them to plan and save more money. Content categories include [tax deductions](#) and credits, [income and investments](#), [tax planning](#), [tips for self-employed](#), and an entire section dedicated to helping taxpayers understand the impact of [tax reform](#).

In addition to our new bilingual blog content, TurboTax will also continue to provide bilingual tax advice and product support to help taxpayers through their filing experience.

“We know that many people have questions when they file their taxes,” said Mary-Ann Somers, Chief Growth Officer. “We want to make sure we are providing them answers in their language of choice to give them total confidence they are getting taxes done right and their biggest refund.”

[TurboTax](#) is already accepting tax returns and will securely hold them for transmission to the IRS and States once they begin accepting e-file. TurboTax and [TurboTax Live assisted tax](#)

[preparation](#) with Bilingual TurboTax Live CPAs and Enrolled Agents are open and ready for taxpayers to prepare their returns.

To access the new TurboTax bilingual blog, please visit: <https://blog.turbotax.intuit.com/es/>

## **About Intuit**

Intuit's mission is to Power Prosperity Around the World. Our global products and platforms, including [TurboTax](#), [QuickBooks](#), [Mint](#) and [Turbo](#), are designed to empower consumers, self-employed and small businesses to improve their financial lives, finding them more money with the least amount of work, while giving them complete confidence in their actions and decisions. Our innovative ecosystem of financial management solutions serves approximately 50 million customers worldwide, unleashing the power of many for the prosperity of one. Please visit us for the latest news and in-depth information [about Intuit](#) and its brands and find us on [social](#).

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20190109005251/en/>

Alejandra Molinari

(858) 215-9474

Intuit

[alejandra\\_molinari@intuit.com](mailto:alejandra_molinari@intuit.com)

Source: Intuit Inc.