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Friends Like You Like TurboTax

TurboTax Connect Millions of Customers with Friends, People Like Them

SAN DIEGO--(BUSINESS WIRE)-- What do people like you think of TurboTax(R)? Just ask [Friends Like You](#), a new, one-of-a-kind, social experience that lets friends and people with similar tax situations share their TurboTax experience and opinions with each other.

TurboTax, the nation's leading [tax preparation](#) software from Intuit Inc. (Nasdaq:INTU), today unveiled Friends Like You, making it easy for anyone to see and sort through potentially millions of product reviews. Friends Like You draws on social networks, such as Facebook, so that people can see what friends and others like them have to say about TurboTax.

"We know the most powerful product recommendation comes from people you trust and others like you," said Seth Greenberg, director of media and digital marketing for TurboTax. "We're taking personal recommendations a step further by using innovative social tools to make it easy for customers to talk and share. Friends Like You makes it easy for people to sort through millions of reviews to find only those that are personal, relevant to their tax situation and from people they know and trust who also use TurboTax."

Connecting Friends

Friends Like You is centered around the Friendlyzer, a unique online recommendation engine powered by Bazaarvoice that lets users see reviews from their friends or from people who have similar tax situations. For example, the Friendlyzer can help anyone who has had a baby, bought a home, changed jobs or even used other tax prep methods find and select reviews from others based on their situations.

Additionally, customers who complete their taxes with TurboTax can share their delight with being done by updating their Facebook status. The post goes directly to their Facebook News Feed where friends can "like" or comment, creating another way to connect with others.

People can also find the Friendlyzer through the award-winning [TurboTron](#), where quintessential sports announcer, Chris Berman, introduces creative ways for people to engage and connect with the TurboTax brand and its customers.

The award-winning TurboTron will appear across most major online search sites beginning prior to "the big game" on February 7. Touring the Tron allows people to access not only the Friendlyzer, but the TurboTax Live Community, customer reviews, tax videos, TaxCaster estimating tool and the @TurboTax Twitter feed, encouraging people to connect in ways they never have before around taxes.

People can go to www.FriendsLikeYou.com or TurboTax.com where they can log on to their Facebook, Twitter, MySpace and see friends' reviews immediately.

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 \$3.2 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.

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Source: Intuit Inc.