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# TurboTax Delivers Smart, Effortless Tax Preparation and Your Maximum Refund Guaranteed

SAN DIEGO--(BUSINESS WIRE)-- [TurboTax® 2015](#) is bringing innovation back to tax preparation. Products for the new tax year combine technology innovations with a sleek, intuitive design to deliver a smarter, more personalized and worry-free tax filing experience. With TurboTax, from [Intuit Inc.](#) (Nasdaq: INTU), customers can be confident that their taxes are done right and they're getting every dollar they deserve.

New this year, TurboTax Online customers can easily and accurately jump-start their taxes with the snap of a photo, connect with TurboTax experts live via [one-way video](#) to get answers to their specific questions and get personalized and relevant explanations about changes in their tax refund. Whether filing from a [smart phone](#), tablet or computer, TurboTax customers benefit from anytime, anywhere access with the ability to seamlessly start, stop and continue their taxes across devices.

"This is the smartest, most personalized TurboTax experience ever. Millions of people can now effortlessly do their own taxes and enjoy a playful design that builds customer confidence every step of the way," said Sasan Goodarzi, executive vice president of Intuit's Consumer Tax Group. "New and returning customers alike will find TurboTax more welcoming, relevant and supportive so they never feel alone and will know they're getting every dollar they deserve."

## Taxes Done Smarter

TurboTax is delivering an unprecedented number of innovations at every touch point across the entire experience. Among the new customer-driven improvements this year:

- **Snap. Tap. Done.™**: Gives customers filing on a computer, smart phone or tablet a jump start on their taxes with a snap. Customers simply snap a photo of a W-2 and TurboTax will automatically put their information directly into their tax return. In addition, TurboTax securely imports tax information directly from more than 1.4 million employers and financial institutions, eliminating data entry and increasing accuracy for effortless tax preparation.
- **SmartLook™**: Gives customers personalized answers when they need them by connecting them with live TurboTax experts using one-way video technology. Exclusively through [TurboTax SmartLook](#), customers can quickly connect with TurboTax experts who answer questions in real time – completely free. TurboTax experts can also highlight key fields and next steps on the screen for customers so they can complete their tax return with confidence. With just a click, customers can benefit from a second pair of eyes on their tax return so they never feel alone.

- **ExplainWhy™**: Gives customers personalized, bite-sized explanations of the why behind their deductions, credits and tax refund, so they can be confident they are getting every dollar they deserve. Whether customers have questions about what filing status to claim, or if they are eligible for the Earned Income Tax Credit or Child Tax Credit, TurboTax ExplainWhy instantly provides them with explanations tailored to their specific tax situation. Now customers can quickly and easily understand what's going on with their refund, so they can be confident their taxes are done right.

## Pricing and Availability

[TurboTax Online](#) and [desktop products](#) are now available and are up to date with the latest tax and health care laws. Taxpayers can file now with TurboTax and their return will be held securely and submitted when the Internal Revenue Service begins processing e-filed returns on Jan. 19.

TurboTax Online pricing starts at free for taxpayers with simple returns. Features and availability vary by TurboTax product. TurboTax Online federal and state products include e-filing at no additional cost and are available at <http://www.TurboTax.com>

## About Intuit

[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®](#) and [TurboTax®](#), which make it easier to manage [small businesses](#) and [tax preparation and filing](#). [Mint.com](#) provides a fresh, easy and intelligent way for people to manage their money, while Intuit Tax Online, [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 2015. The company has approximately 7,700 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](http://www.intuit.com)

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