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Intuit Takes Mint.com to Canada

Expansion of Online Personal Finance Software Signifies Growth of Intuit Global Offerings

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Mint.com is going north.

Just 13 months after being acquired by Intuit Inc. (Nasdaq:INTU), the popular online personal finance service is being introduced in Canada to help people save and do more with their money. The expansion is part of Intuit's global strategy to meet the needs of small business and consumer customers in markets around the world with Web and mobile offerings.

"Personal finance presents a great opportunity to expand our global offerings and address unmet customer needs," said Alex Lintner, president of Intuit's Global Business Division. "The flexibility and speed to market of the Web allows Mint.com to reach more people, more quickly, in more distinct markets."

Since being acquired by Intuit, Mint.com has more than doubled its user base to 4.5 million users, and doubled the number of financial institutions it connects to, now 16,000.

"From the very beginning, when Mint.com was more a concept than a product, I envisioned it as a global offering helping millions of people worldwide better manage their money," said Aaron Patzer, vice president and general manager of Intuit Personal Finance and founder of Mint.com. "Joining Intuit last year made that vision a reality, and we've spent much of the last few months doing in-market testing and applying Intuit's Customer Driven Innovation philosophy to learn more about our new and potential customers. Our Canadian launch is just the beginning of Mint.com's global expansion."

Helping Canadians Do More With Their Money

Canadians can access Mint at mint.com/Canada. Mint connects securely to Canadian banking financial institutions in addition to U.S. banks and credit unions. Mint automatically aggregates users' accounts and transaction information, categorizes spending, delivers detailed views of their financial life, and saves them money by providing money-saving and money-making suggestions specific to Canada. The free Mint.com mobile applications for iPhone and Android mobile phones are available on the iTunes Canada app store and Android Market.

Intuit has been serving the needs of small- and mid-sized businesses, consumers and accounting professionals in Canada with business, financial and tax management solutions for more than 15 years.

Intuit's Global Expansion

Global expansion is part of the Intuit's growth strategy to build adjacent businesses and expand into new geographies. Most recently the company announced a global alliance with Nokia to develop and deliver an innovative mobile and Web-based marketing service for

small businesses around the world. The service, Intuit GoConnect, can help small businesses strengthen relationships with customers and increase repeat traffic to their business. A marketing pilot for GoConnect began this week in New Delhi and Chandigarh, India.

About Intuit

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. Intuit Financial Services provides enhanced online banking solutions and unique insights to help banks and credit unions serve businesses and consumers with innovative solutions.

Intuit had annual revenue of $3.5 billion in its fiscal year 2010. 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.

Source: Intuit Inc.