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Intuit Unveils Product Breakthroughs at QuickBooks Connect

100 New Product Enhancements That Remove Pain Points of Doing the Books Announced At Inaugural Event

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit (NASDAQ:INTU) is introducing the next generation of its cloud offerings for accounting professionals, small businesses and developers at the QuickBooks Connect event taking place today in San Jose, Calif.. The thousands of attendees will be the first to see the much-anticipated new solutions that have been in development for months, directly from the teams that created them.

QuickBooks Connect marks the first time the company has brought together its small business ecosystem for a large-scale event. Significant product introductions are bring rolled out under three big themes:

- **Making accounting seem invisible for small businesses** because the time-intensive work of keeping the books organized happens automatically every time an invoice is sent, a customer makes a payment, or an employee gets paid. New features include a new mobile experience, a new full-service payroll solution, and new simplified payments account. Click here for more details.
- **Launching a new developer experience and app store so developers** can create next generation business management solutions with best-in-class developer tools and access a global market of cloud-based small businesses. Click here for more details.
- **Revolutionizing the way accounting professionals work with their small business clients** so that the books are always up-to-date and the accountant-small business relationship can focus on offering business advice and insights. Click here for details about the new QuickBooks Online Accountant.

A First-of-its Kind Event

In addition to learning about the latest offerings, attendees will be inspired by blockbuster names at the main stage, get educated during breakout sessions and have the opportunity to connect with other attendees and experts in unique places and spaces. Main stage speakers include business luminaries such as Martha Stewart, founder and Chief Creative Officer of Martha Stewart Living Omnimedia; Marc Andreessen, cofounder and partner of Silicon Valley venture capital firm Andreessen Horowitz; Earvin “Magic” Johnson, chairman and CEO of Magic Johnson Enterprises and NBA legend, Arianna Huffington, chair, president and editor-in-chief of the Huffington Post and more.

In between the main stage programs at the beginning and end of the day, QuickBooks Connect will offer tailored breakout sessions for its different audiences. These will be interactive, educational sessions that will allow attendees to learn by doing and apply

insights in real-time. The breakouts cover a wide-range of topics that keep attendees up at night and feature some of the biggest experts in their fields. The full list of speakers can be found here.

At the heart of the event is the opportunity for attendees to connect with the people they need to succeed. The entire conference will be an engaging, immersive experience unlike any other. From one-on-one speed mentoring conducted by Lean Startup Productions to an indoor networking park with life-size board games and hammocks, there are plenty of ways and places for people to interact. Today will culminate with a party for all attendees featuring three-time Grammy award winning band Train.

Follow Along Online

For those that cannot attend, some main stage speakers can also be watched via a free live stream today by going to www.QBConnectLive.com. People can also join the conversation on social media by following QuickBooks on Facebook or Twitter and using hashtags #QBConnect and #QBLive. The main event page can be found at www.QuickBooksConnect.com.

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 $4.5 billion in its fiscal year 2014. 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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