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Intuit Professional Tax Announces New Portfolio Brand Name – Intuit ProConnect – to Reflect Commitment to Enabling Client Connections

Same Innovative Tax Products, More Focus on Connecting Pros with Their Clients

PLANO, Texas--(BUSINESS WIRE)-- Today Intuit Inc. (Nasdaq: INTU) announced a new portfolio brand for its professional tax products – Intuit® ProConnect™. The new Intuit ProConnect brand signals a sharper focus on providing the essential connections that help tax and accounting professionals succeed – linking people, services, institutions, products, and data. This change is a part of Intuit's effort to create greater value for tax and accounting professionals through an easily accessible and integrated network of products and offerings.

Intuit will continue to offer the same professional products that tax professionals know and love, including Intuit Tax Online, Lacerte, and ProSeries, to help them save time and grow their practice. The new name and logo reflect a commitment to help tax professionals grow beyond their role as a tax preparer to become an advisor who makes a greater difference in their clients' financial lives.

"Our customers have told us that what they care most about is creating strong and enduring relationships with their clients and helping them succeed, and we are uniquely positioned to help them do that," said CeCe Morken, executive vice president and general manager of Intuit ProConnect Group. "The Intuit ProConnect name better represents our commitment to connecting them more so they can play a larger and more influential role in their clients' lives."

The entire suite of professional tax products will be placed under the new portfolio brand name with the new product releases. Intuit Tax Online will be renamed ProConnect Tax Online beginning in July and the new portfolio brand name and logo will start to appear on Intuit professional tax products and services later this summer. Tax and accounting professionals will receive the same features, functionality and quality they have come to expect with Intuit offerings and can look forward to continual product and service innovation to help them make a more impactful difference in their clients' financial lives.

Learn more about ProConnect at taxpro.intuit.com/proconnect.

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® 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 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.

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