

June 16, 2014



Intuit to Host First-of-its-kind Event: QuickBooks Connect

Helps Entrepreneurs, Small Businesses, Accountants and Developers Reach for the Cloud and Take Their Business to the Next Level

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq: INTU), a 30-year old startup with a rich ecosystem of more than five million small business customers, announced plans to host its first-ever QuickBooks Connect conference, offering entrepreneurs, small business owners, accountants and developers a unique experience to come together, be inspired and get growing.

Scheduled for Oct. 21-23, in San Jose, Calif., QuickBooks Connect will unlock new opportunities for its attendees, both Intuit customers and non-customers. The conference will draw a wide range of participants, from first-time entrepreneurs to established small businesses and accountants. It is also expected to attract software developers interested in learning more about using the power of Intuit QuickBooks data.

“We’ve been helping small businesses for more than 20 years and know how powerful our ecosystem can be when you connect all the pieces and players,” said Dan Wernikoff, senior vice president and general manager of Intuit’s Small Business Group. “QuickBooks Connect brings together these parts for the first time, giving attendees the chance to meet the people, see the cloud technology and get the advice they need to thrive.”

The main stage program will include Intuit president and CEO Brad Smith, Founder Scott Cook and entrepreneur and TV star Bill Rancic. Entrepreneurs changing the face of their industries including Debbie Sterling of GoldieBlox and Tristan Walker of Walker & Co. and Code2040, will also be featured. Additionally, the event will offer breakout tracks tailored for attendees’ specific interests, including:

- **Entrepreneurs** looking to turn their idea into a reality will get the information and make connections they need on everything from perfecting a business pitch to securing funding.
- **Small businesses** trying to take the next step toward growth and success will hear from expert speakers and attend hands-on workshops that will provide advice on topics ranging from hiring to marketing and financial fitness.
- **Accountants** embracing the future of cloud accounting will learn about new product breakthroughs and get tips on how to save time and grow their practice, earning continuing professional education credits along the way.
- **Developers** wanting to solve important customer problems leveraging QuickBooks data will see how to build and support apps on the rapidly growing, global Intuit Partner Platform and drive customer usage.

Early Registration Discount

Attendees can begin registering today at www.QuickBooksConnect.com to take advantage of early bird pricing of \$169. After July 31, the cost will be \$199. The price covers the main conference pass, with some pre and post conference activities available at an additional cost. More details, including added speakers, specific track sessions and unique experiences will be announced soon.

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 \$4.2 billion in its fiscal year 2013. 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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Source: Intuit Inc.