February 15, 2019

MEDIA ALERT*: QuickBooks Backs Independent Workers of the Film Industry with New Award Season Campaign

DID YOU KNOW?

- The movie and television industry is one of the largest private sector employers, supporting 2.1 million jobs and $139 billion in total wages in 2016 alone
- 85 percent of movie industry workers work for themselves
- In its second phase, Intuit's Backing You campaign spotlights the unsung heroes in today's largest industries such as movies in addition to the global independent workforce

Intuit Inc. (NASDAQ:INTU):

WHAT
With the film industry's biggest night just over a week away, Intuit QuickBooks today announced, "**Giving Credit Where Credit is Due**," an extension of its ongoing "Backing You" campaign. QuickBooks is always looking for ways to spotlight those who power the economy and are the lifeblood of any business – often they are not the people on the front lines getting all the credit. This award season, QuickBooks turned the cameras on the people behind the scenes who make the movie magic possible and are celebrating their enormous contributions.

That's why for this year's big night, QuickBooks decided to turn the camera on the people that made the film "A Star is Born" possible with a mini-film called "Giving Credit Where Credit is Due."

The new mini-film and multi-channel campaign spotlights those off the red carpet who create the magic that drives a film forward. These workers are self-employed professionals that move from project to project and often don't get the recognition they deserve in the creation of some of our favorite films and entertainment.

WHY
With this film, Intuit QuickBooks will give the small businesses and self-employed a voice outside of the film studio. The film not only celebrates select workers and drivers from "A Star is Born" but also the millions of other independent workers and small business owners that dare to dream and follow their passions. Intuit QuickBooks works for them and backs all of those who entertain us – whether in front of the camera or behind.

WHO
Intuit QuickBooks launched Backing You last year, a campaign created to celebrate and honor those who work for themselves. Since launching QuickBooks more than 20 years ago,

Intuit has made its mission to power prosperity for small businesses and self-employed by delivering smart money, connections and decisions to millions of businesses and entrepreneurs around the world. The new short film is just another example of QuickBooks' continued efforts to spotlight and champion independent workers around the world.

AVAILABLE FOR PRESS INTERVIEWS

- Intuit QuickBooks, a company and product dedicated to backing small businesses and powering prosperity around the world
- Select independent workers featured in the "Giving Credit Where Credit is Due" mini-film

FOR MORE INFORMATION
The short film is available now on YouTube. Images from the film will also be displayed throughout Hollywood and available on social media for download. The Backing You campaign was created in partnership with Intuit QuickBooks' creative agency of record, TBWA\Chiat\Day LA.

View source version on businesswire.com:
https://www.businesswire.com/news/home/20190215005086/en/

Bradford Walton
Intuit Inc.
415-254-7168
Bradford_walton@intuit.com

Jen Garcia
Access Communications
415-844-6244
jgarcia@accesspr.com

Source: Intuit Inc.