

July 31, 2013



Intuit Celebrates Small Business Passion with Multi-million Dollar Campaign Around Football's Biggest Game

Company Teams Up with Bill Rancic, Jimmy Johnson to Give Small Businesses a Voice and Reward Them with the Ultimate Touchdown

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit Inc.](#) (Nasdaq: INTU) is taking small business owners off the sidelines and putting them in the starting lineup. Its new program shares small business stories with the world and recognizes their contributions with more than \$25 million in rewards and offers to help them succeed.

Intuit Small Business Big Game by Intuit QuickBooks provides small businesses a platform to give them a voice and inspire others. Intuit and the world will then determine which deserving small business should win the opportunity of a lifetime – their very own 30-second television advertisement that will air during [football's biggest game](#) on Feb. 2.

Intuit has been supporting small businesses for more than 22 years, and with Small Business Big Game it is shining a light on the 29 million small businesses across the U.S. and giving them resources that will aid in their success. Each participant will receive the Intuit Small Business Playbook and a special [Intuit QuickBooks](#) product offer as well as a chance to win other prizes including \$1,000 grants, online advertising credits and advice from entrepreneur and program advocate [Bill Rancic](#). They can also connect with, and learn from, other small business owners who have similar challenges and goals.

"Every small business has a unique story – and we want the world to hear it," said Brad Smith, Intuit's president and chief executive officer. "Small businesses account for 90 percent of the U.S. economy, but they rarely get credit for their tremendous impact. While one small business owner will score the ultimate touchdown, this program is one where everyone wins as it recognizes the contributions of small businesses and invites others to join the growing movement."

Intuit has drafted key players to help with the program. [Bill Rancic](#), entrepreneur, author and reality television star of *Giuliana and Bill*, will provide expert advice and share his experience as a small business owner. Renowned professional football coach and two-time Super Bowl winner, [Jimmy Johnson](#) will help recruit small businesses to enter and motivate them.

"I'm all too familiar with the challenges small business owners face, as well as the joy of success that comes along with taking a risk and setting out on your own," said Rancic. "What I found is that you can't do it alone. Through this program, Intuit is truly championing and fueling small business growth."

Ready for Kickoff – How the Program Works

Starting today through Sept. 22, any small business owner who qualifies can visit the [Small Business Big Game website](#) to sign-up and tell their company story in 600 characters or less.

Just for entering, participants receive the Intuit Small Business Playbook – a tips and tricks guide on hot topics for small businesses. They also get an exclusive 30-day free offer for QuickBooks Online with the option to continue for 12 months at a 50 percent discount, including payroll and payments solutions. In addition, entrants will be eligible for random giveaways that include \$1,000 business grants and autographed footballs by Jimmy Johnson.

During the week of Sept. 23, the businesses with the most votes from the public advance to the next round. They will then have the opportunity to tell the world more about themselves by answering questions about their business that also make them eligible for weekly sweepstakes. These include Facebook and Google advertising credits and a free year of QuickBooks Online. Among the many prizes in this round, one lucky winner will score a trip for two to New York, complete with tickets to the big game.

Then, on Oct. 28 approximately 8,000 Intuit employees worldwide will narrow down the competition from the top 20 small businesses to the final four, which will be announced on Nov. 11. Each of the four finalists will receive television advertising for their business including a professionally produced commercial, get to meet Bill Rancic and attend a viewing party of the big game in New York being held in their honor.

From Nov. 11 to Dec. 1 it will be up to people around the globe to vote and select which small business they want to see take the spotlight in February and have their story told. Whoever receives the most votes will win the grand prize and can expect to have their advertising broadcast during the third quarter of professional football's championship game.

To find out more information or to enter, please visit the Small Business Big Game website at www.SmallBusinessBigGame.com. To read the official rules go to www.SmallBusinessBigGame.com/Rules. To join the conversation, share on [Facebook](#) and [Twitter](#) using #TeamSmallBiz.

About Intuit Inc.

[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®](#), [Quicken®](#) and [TurboTax®](#), simplify small business management and [payroll processing](#), personal finance, and tax preparation and filing. [ProSeries®](#) and [Lacerte®](#) are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services helps banks and credit unions grow by providing on-demand solutions and services that make it easier for consumers and businesses to manage their money.

Founded in 1983, Intuit had annual revenue of \$4.15 billion in its fiscal year 2012. 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.

Intuit and the Intuit logo, among others, are registered trademarks and/or registered service marks of Intuit Inc. in the United States and other countries. The Intuit Small Business Payroll Index is copyrighted by Intuit. Its contents may not be resold or modified in any way. It can be linked to and referenced with the following attribution: "Intuit Small Business Employment Index © Intuit Inc. All rights reserved." These Terms of Use supplement the Small Business Website Terms of Service at: http://smallbusiness.intuit.com/small-business/legal/index.jsp?_requestid=178246.

Intuit Inc.

Elisabeth Gettelman, 415-238-1915

egettelman@intuit.com

or

Access Communications

Jen Garcia, 415-828-2514

jgarcia@accesspr.com

Source: Intuit Inc.