

March 15, 2012



# Grooming on the Go: Intuit GoPayment, Birds Barbershop Offer \$1.99 Haircuts to SXSW Music Goers

No Cash Needed: Pay With Plastic for Discount Style as Part of Promotion from Mobile Payment Provider and Austin Barber

Free Credit Card Reader Available for Small Businesses

AUSTIN, Texas--(BUSINESS WIRE)-- Intuit Inc.:

**WHAT: \$1.99 cuts and styles on the streets of downtown Austin.**

Intuit GoPayment is helping Austin's own Birds Barbershop grow by taking their business mobile and accepting credit cards on the go using their mobile phones. Anyone can get a \$1.99 haircut and pay with plastic – right in the middle of the action at SXSW Music.

Intuit is also giving away its [GoPayment](#) mobile credit card reader hardware. It plugs into the audio jack of a mobile device and lets small businesses swipe and process credit cards on the go so they never miss a sale.

**WHY: To help SXSW music goers trim their locks and small businesses boost their bottom line.**

Small businesses in the South report an average \$6,300 per month in outstanding payments – higher than any other U.S. region. Annually, this is a \$75,600 strain on their cash flow, a significant issue for any small business.

Accepting payment by credit cards improves cash flow. More than two-thirds of GoPayment customers new to credit card processing say they have made sales they would not have gotten without GoPayment.

**WHO: A barbershop duet.**

[Birds Barbershop](#), owned by long-time friends and Austin natives Michael Portman and Jason Rapaport, has four locations throughout Austin.

They're taking their scissors on the road to SXSW and will be available for press interviews on March 15-16 to discuss how accepting credit cards on the go helps them grow their business. As supporters of local musicians, the pair will donate proceeds from the event to the [Health Alliance for Austin Musicians](#).

**WHEN:** Friday, March 16 – 1 - 5 p.m.

**WHERE:** Follow the hair clips to 2<sup>nd</sup> and Congress, Austin, Texas

Intuit Inc.

Monica Appelbe, 510-417-0002

[monica\\_appelbe@intuit.com](mailto:monica_appelbe@intuit.com)

or

Access Communications

Jen Garcia, 415-828-2514

[jgarcia@accesspr.com](mailto:jgarcia@accesspr.com)

Source: Intuit Inc.