

April 26, 2010



Intuit Town Halls Help People Save and do More With Their Money

Small Business Owners and Consumers Share Experiences and Advice in "Recovery" Economy

Intuit:

DID YOU KNOW?

- The economy is growing, according to a recent survey of 52 economists, but more slowly than originally estimated for the first six months of the year.
- Employment among small businesses has been trending upward since mid-2009, with nearly 175,000 new jobs created since June 2009, according to the March Intuit [Small Business Employment Index](#).
- Mint.com data shows people change spending behavior given greater insight.

WHAT: Access to consumers and small businesses talking about their money matters:

- A broad range of small business owners with concerns that include hiring the right employees, growing a business in a recession and employee benefits. Everyday people with diverse monetary concerns, including unemployed, new home owners, new parents, and people on set incomes.
- New small business data that indicate economic trends for the overall economy. This includes the April Intuit Small Business Employment Index based on recent employment numbers from Intuit's online payroll offering.
- Intuit product announcements that help consumers understand their money.

WHY: The Great Recession has taught Americans a tough lesson: They can't afford to ignore money matters.

Wrapping up Financial Literacy Month, Intuit's "Money Matters" Town Hall will feature three sessions for consumers and small businesses, focusing on managing finances when understanding and knowing your money has never mattered more.

Building on the success of last year's Intuit's Town Hall series, this year's event will shift focus from recession to recovery. Participants will share insights and learn from experts and each other on how to survive and thrive in the "recovery" economy.

Adding a new perspective, the third session will focus on kids and money, recognizing the long-term effects the recession will have on today's youth.

Intuit's mission is to help improve people's financial lives. Through the Town Hall series, Intuit will hear from consumers and small business owners who are adjusting to the "new normal" and are finding new ways to save and make money.

WHO:

- [Rhonda Abrams](#), small business expert and author of best-seller "The Successful Business Plan: Secrets & Strategies" and "Hire Your First Employee."
- [Beth Kobliner](#), personal finance expert and author of the New York Times best seller, "Get a Financial Life."
- [Anya Kamenetz](#), author of "DIY U: Edupunks, Edupreneurs, and the Coming Transformation of Higher Education" and "Generation Debt."
- Intuit executives, including Aaron Patzer, vice president and general manager of Intuit's Personal Finance Group and Mint.com founder, and Cameron Schmidt, vice president of Intuit's Employee Management Solutions division.

WHEN: April 28

9:30 - 10:45 a.m. Small Business Session

12:45 - 2 p.m. Kids and Money: A Discussion on Financial Literacy

3:45 - 5 p.m. Personal Finance Session

WHERE: Nasdaq Marketsite

4 Times Square (43rd and Broadway), New York

Or attend via live streaming, <http://intu.client.shareholder.com/townhall>.

For more information, please visit www.intuittownhall.com.

Source: Intuit Inc.