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TurboTax 2010: The Easy, Fast Way to Get the Biggest Possible Tax Refund

SAN DIEGO--(BUSINESS WIRE)-- Available online and at local retailers today, TurboTax(R), the nation's No.-1 rated, best-selling [tax software](#), makes it easier than ever for customers to get their biggest possible tax refund.

TurboTax for 2010, from Intuit Inc. ([Nasdaq: INTU](#)), automatically transfers more essential tax information into tax returns for greater ease and accuracy. Customized guidance, recommendations and answers give customers the confidence that their [taxes](#) are done right.

"More than 20 million federal returns were prepared with TurboTax last year," said Dan Maurer, general manager of TurboTax. "Every year, more and more people choose TurboTax because it's so easy to use and because TurboTax guarantees they're getting their biggest possible [tax refund](#)."

Greater Ease and Accuracy

TurboTax 2010 has expanded the ability to automatically transfer essential tax information from last year's return and from hundreds of thousands of employers and financial institutions. Instead of typing in wage, interest, dividend, stock transactions, and mortgage information, TurboTax customers can instantly transfer that data and simply confirm it's correct.

TurboTax 2010 eliminates more manual data entry, easily and automatically transferring:

- Wage, salary, investment and mortgage information - the same data the IRS receives - from more than 250,000 employers and 300 financial institutions, banks and credit unions.
- Tax and personal information from last year's tax return prepared on different software into the 2010 tax return via PDF.
- Interest income from financial institutions, banks and credit unions by connecting with customers' Mint.com accounts.

Customized Guidance and Recommendations

Based on information transferred and answers to a few simple questions, TurboTax guides users step-by-step through a customized preparation process to help make sure they get every deduction and credit to which they are entitled. Whether it's \$1,757 for a college education, \$3,000 for triplets or \$2,351 for a new hybrid car, taxpayers can be confident they are getting every dollar they deserve.

This year, the unique GPS feature in TurboTax provides additional guidance and recommendations, based on each customer's individual tax situation.

TurboTax recommends the deductions and credits that will help customers get their maximum refund. For example, taxpayers may not know which of the 16 different education deductions and credits will get them to their maximum refund. But TurboTax does. By doing hundreds of calculations and recommending the best choice, TurboTax makes [tax preparation](#) even easier.

Better, Faster Answers

When customers need assistance, streamlined and integrated help puts the answers at their fingertips. With a single click, TurboTax quickly searches and brings together all the relevant answers from thousands of FAQs, articles and the [TurboTax Live Community](#).

Customers can also speak with TurboTax customer support and a tax expert if they'd prefer.

Fast Refunds

This year, TurboTax offers more ways for customers to get their refunds as quickly as possible. Completely free, IRS electronic filing is the fastest, easiest way for taxpayers to receive their federal refunds, in as little as eight days with direct deposit. TurboTax customers can also choose to put their refund on the TurboTax Refund Card, a pre-paid debit card.

TurboTax is updated with the [latest tax law changes](#) so customers can be confident they're getting their biggest possible refund. No other tax service or software can get taxpayers their refund faster.

Pricing and Availability

TurboTax 2010 desktop products start at \$29.95, including federal [e-filing](#), and are available at retail stores and direct from Intuit at www.TurboTax.com. TurboTax Online is now available at www.TurboTax.com.

TurboTax Online pricing starts at free for simple federal tax returns with the TurboTax Online Free Edition. All TurboTax Online federal and state offerings include e-filing at no additional cost.

About TurboTax

TurboTax is the nation's No.-1 rated, best-selling, do-it-yourself [tax preparation software](#). Available on desktop, online and mobile, TurboTax helps more than 20 million people a year easily and accurately claim every deduction and credit they're entitled to, so they get their biggest [tax refund](#) possible. For more information, visit the [TurboTax press room](#).

About Intuit

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(R), Quicken(R) and TurboTax(R), simplify [small business management](#) and [payroll processing](#), [personal finance](#), and [tax preparation and filing](#). ProSeries(R) and Lacerte(R) 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 \$3.5 billion in its fiscal year 2010. The company has approximately 7,700 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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