

December 5, 2011



# Just In Time for the Holidays, Intuit Brings E-Commerce to Facebook

## SimpleStore for Facebook Allows Small Businesses to Find Customers, Sell Products Through Social Networking Site

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Starting this holiday season, [Intuit Inc.](#) (Nasdaq:INTU) is offering a new way for small businesses to increase online sales. With Intuit [SimpleStore for Facebook](#), any current SimpleStore user can establish a professional-looking store as part of their business page. The free tool automatically syncs the merchant's website and Facebook page, helping small businesses reach new audiences and generate more business with zero hassle.

With Americans spending more than 50 billion minutes on Facebook a month, small business owners have an enormous opportunity to leverage the platform and engage with consumers. Especially, when according to a recent Intuit survey, 59 percent of respondents said they would do most of their holiday shopping online. By bringing their SimpleStore to Facebook, small businesses have a new way to be found and maximize sales during this peak buying season and beyond.

"Using SimpleStore for Facebook has opened me up to an entirely new client base and my sales have increased about 40 percent," said Erica Hunter owner of [Arin Madison](#), an online store selling fine children's accessories. "I also have more repeat sales since customers are checking back daily for new products and have the luxury to do so while logged in to their Facebook accounts."

Another key benefit of SimpleStore for Facebook is the streamlined payments process made possible by Intuit Web Payment. Small business owners can accept credit or debit card payments directly on Facebook, all through Intuit, with no added log-ins required for the customer. Because Intuit Web Payment is already tied to a users' merchant account, small businesses receive payment quickly and directly from Intuit, whether a sale is made on their website or Facebook page.

"In today's online world, it is more important than ever for small businesses to be where their customers are and this holiday season they have the ability to sell to Facebook's 800 million users," said Barry Saik, vice president and general manager of Intuit's Grow Your Business division. "This tool will allow small businesses to be everywhere at once, capturing online shopping traffic through both their website and Facebook page."

Intuit SimpleStore for Facebook is available through Intuit Websites, an easy-to-use service that simplifies creating and driving traffic to a small business website. The tool is free for any current Intuit Websites SimpleStore customer using Intuit Web Payment.

To learn more and start using Intuit SimpleStore for Facebook visit:

<http://www.intuit.com/ecommerce/create-your-online-store/>

## **Additional Resources**

- [Intuit Websites on Twitter \(http://twitter.com/intuitwebsites\)](http://twitter.com/intuitwebsites)
- [Intuit Websites on Facebook \(http://www.facebook.com/IntuitWebsites\)](http://www.facebook.com/IntuitWebsites)
- [Intuit Small Business Blog \(www.Intuit.com/Blog\)](http://www.Intuit.com/Blog)
- [Intuit Press Room](#)

## **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, [payment](#) 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 \$3.9 billion in its fiscal year 2011. 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 <http://www.intuit.com>.

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Source: Intuit Inc.