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GoPayment Goes Global – First Stop Canada; Unveils Newly Designed, Free Credit Card Reader

Canadians Will Be Able to Easily Accept Credit Cards on Mobile Devices; Innovative Card Reader Improves Sales, Protects Data

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Canadians and new GoPayment users in the U.S. can soon easily accept credit cards on a mobile device with the GoPayment app and a newly-designed, free credit card reader.



GoPayment Card Reader (Photo: Business Wire)

[Intuit Inc.](#) (Nasdaq:INTU) today announced that it plans to take its free GoPayment mobile credit card app and

card reader hardware global, with the first implementation in Canada. GoPayment will provide Canadian small businesses and anyone who sells products or services with one of the first ways to easily and affordably accept credit card payments on an iPhone, iPad or iPod touch device. Canada's mobile-savvy population coupled with Intuit's 18 years experience in Canada made the country a natural choice for Intuit's first international expansion of GoPayment.

In addition to this news, Intuit will soon begin shipping a free, newly-designed GoPayment Card Reader in both the U.S. and Canada. This innovative card reader is a compact, cylinder-shaped device that helps maximize sales with new features that increase the accuracy of each card swipe. Providing greater security than available on other devices, it includes best-in-class, end-to-end encryption that protects a customer's sensitive credit card data from the moment a card is swiped.

GoPayment for Canada and the new GoPayment card reader will both be available in early 2012.

"We're taking two big steps forward today: announcing GoPayment in Canada, and releasing a new and improved card reader," said Chris Hylan, vice president and general manager of Intuit's Payment Solutions division. "This is part of our strategy to offer GoPayment internationally and to innovate in ways that make it easier for our customers, in all markets, to never miss a sale."

GoPayment in Canada

In Canada, GoPayment will initially be compatible with iPhone, iPad and iPod touch devices. Intuit will be first to market with mobile payments that require no start-up or equipment costs, no long-term contracts and no monthly fees. Users simply pay a small fee per transaction. Small business owners who are interested in learning more about GoPayment, including

how it works, the benefits for their business and specific information around availability, can receive updates at GoPayment.ca.

New GoPayment Card Reader

The GoPayment card reader will be available in both the U.S. and Canada. It attaches to the audio jack of the most popular iOS and Android devices. It is designed for use on the go and addresses many of the problems and challenges that users confront when using competitors' card readers. It features a silicone sleeve that conforms to the phone or tablet to provide stability support to keep the reader from moving or spinning when swiping a card. Similar products typically spin on the audio jack, causing misreads of the credit card and requiring the user to awkwardly hold the product in place while swiping.

In addition, Intuit improved the swipe channel to read cards accurately the first time by putting it on an angle, beveling it and making it longer. These features help ensure an accurate read so a business owner doesn't have to swipe the card multiple times and potentially lose a sale and look unprofessional.

About GoPayment

GoPayment helps small businesses and anyone who sells products or services never miss a sale by easily processing credit cards wherever they go on their smartphone or tablet. GoPayment is ideal for mobile retailers or service providers such as photographers, hair stylists, locksmiths, and landscapers. It's affordable with a free app and card reader with competitive, pay-as-you-go pricing.

With GoPayment users can ring up sales quickly by creating and selling from a list of frequently sold items. It's then easy to process payments within seconds while protecting sensitive credit card data with the latest encryption chip technology. For added protection and professionalism, customers can sign to approve transactions and ask to receive a text or e-mail receipt with a map of where the purchase took place.

More information at GoPayment.com and GoPayment.ca.

Resources:

- [GoPayment Press Kit](http://about.intuit.com/about_intuit/press_room/press_kit/gopayment/) (http://about.intuit.com/about_intuit/press_room/press_kit/gopayment/)
- [GoPayment Blog](http://blog.gopayment.com/) (<http://blog.gopayment.com/>)
- [GoPayment on Facebook](http://www.facebook.com/#!/IntuitGoPayment) (<http://www.facebook.com/#!/IntuitGoPayment>)
- [GoPayment on Twitter](http://twitter.com/gopayment) (<http://twitter.com/gopayment>)

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 [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 www.intuit.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50128046&lang=en>

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