

April 2, 2012



## Intuit GoPayment, 'New York Dog Nanny' Pamper Pups in the Park

Pay With Plastic for Dog Care Services Starting at \$7; Free Credit Card Readers Available for Small Businesses

Intuit Inc.:

**WHAT: Luxury dog treatments right where dogs play. Services start at \$7 for credit card payers, compliments of Intuit GoPayment.**

Intuit GoPayment is helping New York Dog Nanny grow by taking its business beyond the storefront to where its customers hang out – the park. Loving dog owners can treat their canines to the “paws that refreshes” with grooming, toys, or treats and conveniently check out with their credit cards. Selected treats and toys will be available for free while supplies last. With GoPayment, New York Dog Nanny accepts credit cards using their mobile phones and tablets wherever they do business.

Intuit is also giving away its [GoPayment](#) mobile credit card reader hardware while supplies last. 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 give New York canines 'Best in Show' care; help small businesses never miss a sale.**

According to a recent Intuit survey of small businesses, small businesses in the Northeast report an average of \$3,900 a month in outstanding payments, creating a \$46,800 annual strain on cash flow. Timely payments are critical fuel for small business growth.

Accepting payment by credit cards improves cash flow. Based on a 2012 survey of GoPayment users, 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: Sisters with a soft spot for dogs.**

[New York Dog Nanny](#) is co-owned by sisters Cynthia and Sharon Okimoto, who hail from a longtime dog-fostering family. They've provided comprehensive and posh dog care products and services to New York City since 2010.

New York Dog Nanny is taking its esteemed dog grooming services mobile to Madison Square Park. Cynthia and Sharon will be available for press interviews on April 4 to discuss how accepting credit cards on the spot via GoPayment has helped them boost their bottom line and customer satisfaction.

**WHEN:** Wednesday, April 4 – 11 a.m. - 3 p.m.

**WHERE:** Madison Square Park, 5<sup>th</sup> Avenue and Broadway, New York City

**SHARE:** Share the event with your fellow dog-lovers. All are welcome.  
Follow us on Twitter @GoPayment. Event hashtag: #NeverMissASale  
Like us on Facebook at [facebook.com/Intuit](https://www.facebook.com/IntuitGoPayment) GoPayment

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Source: Intuit Inc.