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Court Denies Attempt to Pull Intuit's TurboTax Ad

SAN DIEGO--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq: INTU) responded today to a decision by the U.S. District Court for the Western District of Missouri denying H&R Block's effort to stop Intuit from continuing to air two television advertisements for [TurboTax](#).

This statement can be attributed to Dan Maurer, general manager and senior vice president of Intuit's Consumer Tax Group.

"We are very pleased with today's decision and will continue to vigorously defend these truthful ads.

"These two TurboTax advertisements factually and accurately portray the tax expertise of TurboTax experts, who are all CPAs, IRS Enrolled Agents and tax attorneys. This stands in sharp contrast to the prior tax experience of some of those who major tax stores advertise for and hire.

"While experience may vary at tax stores, the truth is, major tax stores actively advertise for and hire tax preparers who have no prior tax experience.

"It is unfortunate, but not surprising, that H&R Block doesn't want taxpayers to know this. As a consumer-focused company, we want to ensure U.S. taxpayers get the facts so they can make an informed choice for their tax preparation needs.

"In the last three years, H&R Block has spent hundreds of millions of dollars in advertising trying to convince the American public that they need to go to a tax store to have their return prepared.

"The fact is, more and more Americans choose to do their own taxes with TurboTax to get their maximum refund possible and save more of their hard-earned money. Last year alone, more than 25 million people used TurboTax including nurses, teachers, firefighters, U.S. service men and women and people from every walk of life.

"More Americans trusted their federal returns to TurboTax last year than to H&R Block stores and all other major tax stores combined.

"We urge taxpayers to take another look at who is preparing their tax return at the major tax stores. TurboTax and our highly credentialed and experienced tax pros are waiting to answer your tax questions and we'll be by your side every step of the way."

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®](#), [Quicken®](#) and [TurboTax®](#), simplify [small business management](#) 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 \$4.15 billion in its fiscal year 2012. The company has approximately 8,500 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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