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# Intuit Small Business Big Game Completes Round One

## Thousands of Small Businesses Get Closer to Scoring the Ultimate Touchdown

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- More than 10,000 small businesses have advanced to round two of Intuit Inc.'s (Nasdaq: INTU) Small Business Big Game program. These companies will continue their drive to win the opportunity of lifetime – a 30-second custom television advertisement that will air during football's biggest game on Feb. 2, 2014.

“We knew when we launched this program we would hear some incredible stories to help us celebrate small business success,” said Ken Wach, vice president of marketing, Intuit Small Business Group. “The entries we’ve had go above and beyond. They include truly inspiring tales of perseverance, passion and personal lessons that everyone can apply to their daily lives.”

For round two, small businesses will complete a series of activities to tell the world more about their business. It starts with creating a short video to bring their story to life. They will also be asked to share advice that other small businesses can learn from, and to describe what makes their business stand out from the competition.

The entries will then go before a panel of judges who will decide what businesses will advance to the Top 20. Judges will score entries based on judging criteria including how representative of the Intuit brand the business is. Votes and proof of financial stability are also considered. In addition, Top 20 finalists must meet certain eligibility requirements, which include being an active, lawful small business with fewer than 50 full-time employees.

There is more to win than the ad, so small businesses should stay in the game. Those who participate in round two activities will automatically be eligible for weekly sweepstakes that include advertising credits, a free year of QuickBooks Online and more.

To see the small businesses that have advanced and to vote for favorites, visit the Small Business Big Game website at [www.SmallBusinessBigGame.com](http://www.SmallBusinessBigGame.com). To read the official rules go to [www.SmallBusinessBigGame.com/rules/](http://www.SmallBusinessBigGame.com/rules/). To join the conversation, share on [Facebook](#) and [Twitter](#) using #TeamSmallBiz.

### About Intuit Inc.

[Intuit Inc.](#) creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include [QuickBooks®](#), [Quicken®](#) and [TurboTax®](#), which make it easier to manage [small businesses](#) and [payroll processing](#), [personal finance](#), and [tax preparation and filing](#). [Mint.com](#) provides a fresh, easy and intelligent way for people to manage their money, while [Demandforce®](#) offers marketing and communication tools for

small businesses. [ProSeries](#)® and [Lacerte](#)® are Intuit's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of \$4.2 billion in its fiscal year 2013. 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](http://www.intuit.com).

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