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Intuit Makes It Easier to Develop, Find and Use Third-Party Apps

Offers QuickBooks Online APIs Free to Developers, Launches Next-generation App Store

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq: [INTU](#)) is making it easier for third-party developers to build new apps for QuickBooks Online and simpler for customers to find and use them.

As part of its drive to become the operating system for small business success, the company unveiled:

- Intuit® Apps.com, the next generation app store for small business applications, making it easier to find and use add-on applications for QuickBooks.
- An updated QuickBooks Online API, now free for developers, simplifying third-party collaboration on Intuit's platform.

"Making the QuickBooks Online API free and easier to integrate gives developers the opportunity to build applications for our small business customers across the globe," said Dan Wernikoff, senior vice president and general manager of Intuit's Small Business Financial Solutions. "By enhancing Apps.com, we've made it easier for small businesses to discover the best apps that help them customize QuickBooks and manage their businesses."

QuickBooks Online API: Global and Now Free

The updated QuickBooks Online API eliminates connection fees for developers and simplifies third-party collaboration on Intuit's platform. The API offers developers the opportunity to build applications that integrate across U.S. and global markets and provides access to Intuit's customer base of nearly 500,000 QuickBooks Online subscribers, which boasts more than 1.3 million users.

"With the new API, not only is integration with QuickBooks [Online] simple, but the design, architecture and performance is also the best we've seen from Intuit," said Sam Pillar, chief executive officer of Jobber, a cloud software company for field service businesses. "The fast and seamless onboarding experience, along with exposure to new customers through Apps.com, has been very valuable for us."

Apps.com: A Next-Generation Small Business Experience

Apps.com makes it easier for customers to find the right apps for their business with new features that include a new curated experience and user-generated content. All apps on Apps.com pass in-house testing process to ensure the site offers only the high quality apps that QuickBooks Online can seamlessly integrate with for a frictionless business

management experience. Apps.com can be accessed from within QuickBooks Online and as a stand-alone website. Integration between QuickBooks Online and third-party applications as an included feature of a QuickBooks Online subscription.

Availability

The updated QuickBooks Online API and the new Intuit Apps.com are now available. For more information on the QuickBooks Online API and the Intuit Partner Platform, please visit <http://developer.intuit.com>. For more information on Apps.com, please visit <http://apps.com>.

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.

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