

Death Wish Coffee Wins QuickBooks Small Business Big Game

Upstate New York Company is Only Small Business With Ad Aired During Football's Biggest Game

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Death Wish Coffee Company](#) – a small business that roasts and packs what some call the world's strongest coffee – has won the Intuit QuickBooks [Small Business Big Game](#) contest – which includes a 30-second commercial during professional football's big game on Feb. 7.

The ad, to be broadcast during the third quarter of the championship game, will be the only one to feature a small business and will be seen by more than 100 million viewers. Death Wish Coffee, based in Round Lake, N.Y., was selected from more than 15,000 entries and hundreds of thousands of votes in the contest sponsored by [Intuit Inc.](#) (Nasdaq: INTU).

“Winning this commercial is beyond our wildest dreams, and we could not be more grateful for this opportunity or eager to maximize it,” said Mike Brown, owner of Death Wish Coffee. “This contest has brought my team closer, and has already helped us grow the business. It’s amazing to think that our 11-employee company will be on the same stage as well-known brands we’ve always admired. This is just the beginning for us.”

“We’re excited for Mike and everyone at Death Wish Coffee,” said Brad Smith, Intuit chairman and chief executive officer. “They’re a great small business success story, and show what’s possible when you dare to dream big. They competed against thousands of other small businesses to get to the big game and came out on top. Each small business that applied had a unique, inspiring story to tell, and we’re proud that Small Business Big Game provided an opportunity for them to share it.”

About Small Business Big Game

Intuit QuickBooks kicked off Small Business Big Game in June, inviting small businesses to apply on [Own It: A Small Business Network](#). A panel of Intuit judges selected the top 10 finalists in September from more than 15,000 applicants. A public vote then determined the grand prize winner.

In addition to the expenses-paid commercial, Death Wish Coffee is receiving free, lifetime use of QuickBooks Enterprise. Intuit also honored the top 10 finalists with prizes that demonstrate QuickBooks’ mission of fueling small business success:

- The two runners-up, [Chubbies Shorts](#) and [Vidler's 5 & 10](#), each receive \$25,000, as well as local media and advertising valued at up to \$15,000.
- The seven other finalists each receive a \$10,000 prize as well as a congratulatory ad in their local paper, while the accountants of all 10 finalists receive \$10,000 and local

advertising.

This is the second year QuickBooks has hosted the program. Educational toy company [GoldieBlox](#), based in Oakland, Calif., received the ad in 2014.

About Death Wish Coffee Company

Death Wish Coffee was founded in 2012 after owner Brown set out to create the world's strongest coffee. Using a unique blend of beans and roasting process, Death Wish Coffee has thousands of caffeinated fans throughout the world.

About the Advertisement

The Small Business Big Game program and 30-second television spot for Death Wish Coffee were developed and produced by RPA, agency of record for Intuit QuickBooks, based in Santa Monica, Calif. The advertisement brings the winner's concept to life with a tribe of fierce Vikings sailing on a sea of black coffee, serving as an apt metaphor for the powerful caffeine in every mug of Death Wish Coffee.

The commercial can now be seen on [YouTube](#). Behind-the-scenes footage can also be found [online](#). 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®](#), and [TurboTax®](#) and [Mint.com](#), which make it easier to manage [small businesses](#) and [payroll processing](#); [tax preparation and filing](#); and personal finance. [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 2015, with approximately 7,700 employees in major offices in the [United States](#), [Canada](#), the [United Kingdom](#), [India](#), [Australia](#), and other locations. More information can be found at www.intuit.com.

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