

February 5, 2016



# Join QuickBooks for Big Game Viewing Party

Intuit (Nasdaq: INTU):

## WHAT

After a year-long journey to identify the 2016 [Small Business Big Game](#) champion, Intuit (Nasdaq: INTU) QuickBooks has announced [Death Wish Coffee Company](#) as the winner and recipient of an expenses-paid, 30-second television commercial to be aired during professional football's biggest game on Sunday, Feb. 7.

Chosen from more than 15,000 small businesses, Death Wish Coffee won the contest with hundreds of thousands of votes and will stand alongside well-known entrepreneur Bill Rancic and the QuickBooks team on Feb. 7 to watch the commercial that will be seen by more than 100 million viewers that day.

Media are invited to come and experience the exciting moment first-hand, as well as meet with Death Wish Coffee's founder and team, Bill Rancic and Intuit executives.

## AVAILABLE FOR PRESS INTERVIEWS

- [Intuit Inc.](#), a company whose mission is to improve its customers' financial lives
- [Bill Rancic](#), small business advocate, *New York Times* best-selling author and co-owner of Xo, G Wine and RPM restaurant group
- [Mike Brown](#), Small Business Big Game winner and owner of [Death Wish Coffee Company](#), which roasts and packs what some might call the world's strongest coffee, using a unique blend of beans from around the world

## EVENT DETAILS

- **WHEN:** 2:30 p.m. PT
- **WHERE:** Access Emanate office at 650 California Street, Floor 30, San Francisco, CA
- **TRANSPORTATION:** Complimentary valet parking available (10 minute walk from the Montgomery BART station)
- **DRESS:** Casual attire
- **AVAILABLE NOW:** A sneak peek of the 30-second [Death Wish Coffee ad](#), courtesy of QuickBooks

## FOR MORE INFORMATION

To RSVP, please contact [AZimnoch@AccessPR.com](mailto:AZimnoch@AccessPR.com) or 415-844-6232.

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Source: Intuit