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# Intuit Honored for Leading Uses of Social Media

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--

Recognizing its innovative efforts to embrace social media, Forrester Research presented Intuit Inc. (Nasdaq: INTU) with the 2008 Forrester Groundswell Award in the Company Transformation category.

The Forrester Groundswell Awards recognize excellence from companies that accomplish business objectives using social applications and technologies. The awards program was developed to support and recognize the principles outlined in the Forrester Research book "Groundswell: Winning In A World Transformed By Social Technologies."

The special award category of Company Transformation was designated to capture the powerful changes happening across all functions of one particular organization. The award recognizes Intuit's use of social media and user-contribution systems with submissions for its QuickBooks(R) Online Community, TurboTax(R) Live Community, TurboTax Inner Circle and QuickBooks Just Start Campaign.

## Embracing, Listening and Supporting

The awards focused on Intuits efforts to engage customers by embracing, listening and supporting through social media, and included:

- Intuit's QuickBooks Online Community - Provides a place where small business owners can engage with each other. This Web site lets QuickBooks users ask and answer product-related questions and obtain general small business information. With three million visitors annually, the site offers a wealth of user-created content.
- Intuit's Just Start campaign - Features YouTube-like video submissions and online voting, to energize people to start their own business. The nationwide, promotional campaign engaged new and aspiring entrepreneurs, and encouraged customers and bloggers to support those taking the next step to "Just Start."
- The TurboTax Live Community - Makes getting answers to tax questions easier. This online forum is available to consumers as they prepare their returns. Going well beyond traditional in-product help and online support, the TurboTax Live Community delivers the most relevant answers when and where customers need them most.
- The TurboTax Inner Circle - Links some 17,000 customers with Intuit product managers, marketers and development teams, to spark innovation through collaboration. Customers submit their ideas through this Web-based community to improve TurboTax,

and share ideas with Intuit employees through a variety of methods to bring their suggestions to life.

#### Intuit's 'Connected Services' Strategy

Dan Maurer, Intuit chief marketing officer, said the award reflects the company's commitment to connected services strategy that focuses on emerging social, mobile and global communications trends.

"Customers turn to us to help solve their important problems," Maurer said. "We're focused on giving them more ways to do that, whether it's talking to us or providing forums where they can talk to each other. Being online - for customers and for Intuit - isn't just an option. It's a necessary component of success."

#### About Intuit Inc.

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(R), Quicken(R) and TurboTax(R), simplify small business management and payroll processing, personal finance, and tax preparation and filing. ProSeries(R) and Lacerte(R) are Intuit's leading tax preparation offerings for professional accountants. The company's financial institutions division, anchored by Digital Insight, provides on-demand banking services to help banks and credit unions serve businesses and consumers with innovative solutions.

Founded in 1983, Intuit had annual revenue of \$3.1 billion in its fiscal year 2008. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom and other locations. More information can be found at [www.intuit.com](http://www.intuit.com).

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Source: Intuit Inc.