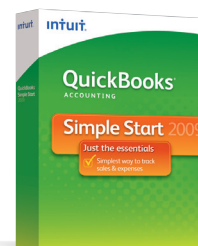


Intuit QuickBooks Accounting Simple Start Edition

QuickBooks Accounting Simple Start is the easiest way to track sales, expenses, and invoices. It's super-easy to learn and use...no accounting knowledge is necessary. All your finance information is organized in one place, so you can easily stay on top of your business and be ready for tax time.



- Easily create professional-looking invoices, estimates & sales receipts
- Stay organized with your customer, vendor and sales information in one place
- Automatically track tax-related income and expenses so tax time is a snap
- Easy to setup, learn & use...no accounting knowledge necessary

Key Features

The Simplest Way to Track Sales and Expenses

- **Invoice clients, pay bills, record expenses – from one screen.** The home page is set up the way business owners think about their businesses – “money coming in” and “money going out.” It lets them see and access the basic activities associated with managing cash flow from one simple screen.
- **Easily manage basic tasks.** Key functions like printing checks, tracking customer payments and creating professional-looking estimates, sales receipts and invoices are fast and simple, with familiar forms that guide users through data entry.
- **More accurate and efficient than spreadsheets and word processing programs.** Information is automatically filed by completing everyday tasks, such as writing checks or paying bills. Unpaid invoices and out-of-pocket expenses never slip through the cracks. QuickBooks does the math, so calculations are always accurate and up-to-date.
- **Create professional-looking forms.** Business owners can project a polished, professional image by customizing important business forms such as invoices, sales receipts and estimates. It's easy to change the overall layout including the location of the customer's name, company information and logo, as well as adjust the font size and color scheme. And the Print Preview pane makes it easier to design forms by immediately showing the changes as they are made.

With One Click, See Where the Business Stands

- **One-click reports.** Simple Start creates summary reports on profit and loss, sales, expenses, unpaid invoices and more with just one click of the mouse. As a result, small business owners can see their true bottom line and stay on top of who owes them money.
- **Critical information all in one place.** Business owners can instantly locate vital business or customer information without searching through papers or spreadsheets.
- **Organized information for tax time.** Keeps complete and accurate records for tax purposes, eliminating the need to spend hours or days collecting and organizing expense receipts and records at tax time.¹

Simple to Get Started and Use

- **Up and running quickly.** QuickBooks Simple Start can be installed in three simple steps, letting users begin creating professional-looking invoices and tracking tax-related expenses within minutes. The package includes two-minute tutorials of essential tasks.
- **Excel & Outlook integration:** Excel templates are available to assist users importing their data. Simple Start includes an auto-correct feature in the templates, reducing the time it takes customers to import data². Simple Start also works with Microsoft® Outlook and Outlook Express, allowing users to maintain their existing emailing workflows.
- **Live Community.** QuickBooks users can now connect with the Intuit Small Business Community to get their questions answered by accountants and experts, and other small businesses like themselves, all from within

¹ Forms not included, sold separately.

² Requires Excel integration requires Microsoft Excel 2000, 2002, 2003, or 2007.

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QuickBooks³. With the new Live Community, users can get information about QuickBooks or ask for general business advice, allowing them to make smarter business decisions.

Room to Grow

- **Part of the QuickBooks family.** As a business grows, QuickBooks makes it easy to upgrade with a full line of No. 1-rated small business financial management software. All QuickBooks products use the same platform, so business owners can easily move to different versions of QuickBooks without the hassle of data migration, changes to business workflows or new product training⁴.
- **Free website.** QuickBooks 2009 helps small businesses get online and reach new customers by enabling them to create a professional-looking and customized website for free⁵. A simple drag-and-drop interface makes it easy to create and update webpages. The package includes a three-page website and 12 months free hosting.
- **Compatible with other add-on Intuit products and services.** Customers can use QuickBooks Simple Start with QuickBooks Payroll⁶ and TurboTax[®] software (desktop versions only), as well as the QuickBooks Merchant Service⁷ and QuickBooks checks, forms and supplies.

Pricing

For both new users and upgraders:

Intuit QuickBooks Accounting Simple Start Edition 2009 \$99.95

A Free Trial version of Intuit QuickBooks Accounting Simple Start is available as a download from QuickBooks.com.

Availability

Intuit QuickBooks Accounting Simple Start 2009 will be available for purchase directly from Intuit on September 29, 2008 by calling 888-2-INTUIT or visiting www.quickbooks.com. On October 8, 2008, QuickBooks 2009 will be available at leading retailers including Amazon.com, Best Buy, CDW, Circuit City, Costco, Fry's Electronics, Office Depot, OfficeMax, Sam's Club, Staples, Target and Wal-Mart.

System Requirements

- Processor: IBM Compatible 1.8 GHz Intel[®] Pentium III (or equivalent)
- Memory: 512 MB of RAM

Minimum System Requirements

- Processor: IBM Compatible 500 MHz Intel[®] Pentium II (or equivalent)
- Memory: 256 MB of RAM
- Operating System: Microsoft[®] Windows XP/Vista
- Hard Disk: 1 GB of disk space for QuickBooks installation. Additional space required for data files.
- Monitor: optimized for 1024x768, supports 800x600 with small fonts
- Modem: All online services/features require Internet access with at least a 56Kbps modem
- Printer: Works with any printer supported by Windows XP/Vista
- For Vista users, 1.2 GHz Intel Pentium III (or equivalent) and 1 GB RAM

Media Contacts

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³ Internet access required.

⁴ Data from Simple Start 2008 can be transferred to QuickBooks Pro and all Premier Editions 2008 or QuickBooks Online Edition.

⁵ One 12-month subscription to website hosting services included, valid for customers who purchase and install QuickBooks 2009 software from an authorized seller before 8/31/2009. Subscription begins at time of online account creation or within 90 days of purchase, whichever comes sooner. After a year, you will be able to choose from our standard set of packages, currently priced at \$4.99 per month. Pricing available for a limited time only. Standard prices subject to change.

⁶ QuickBooks Payroll requires a subscription, EIN, and Internet access. Additional fees apply to Direct Deposit.

⁷ Service is optional. Application approval, fees, and additional terms and conditions apply.