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Digital Insight's New Name is Intuit Financial Services

New Brand Reflects Unique Offerings and Customer Insights Intuit Provides to Financial Institutions

CALABASAS, Calif. – Mar. 17, 2010 – Today, Digital Insight, an [Intuit Inc.](#) (Nasdaq: INTU) company, announced it has a new name, [Intuit Financial Services](#). The new name and brand more accurately reflect the unique insights and assets the company provides its financial institution customers as Intuit.

“Digital Insight has long been synonymous with excellence in online banking, but online banking by itself is becoming increasingly irrelevant as consumers and businesses need and expect more from their financial institution,” said Sasan Goodarzi, president of Intuit Financial Services. “Since becoming an Intuit business in 2007, we’ve leveraged a wide range of assets to create truly unique offerings that are so much more than simply online banking. Our new name better reflects who we are today, and where we are going.”

Through in-depth research and observation, Intuit Financial Services gains unique customer insights into the key pain points and latent needs of consumers, businesses and the financial institutions that serve them. The company then uses a rigorous customer-driven innovation process to provide insights, solutions and services that help make financial institutions the place consumers and businesses manage their financial lives. Some examples include: [TurboTax® for Online Banking](#), [FinanceWorks™](#) for personal financial management and [Small Business FinanceWorks™](#) to help small businesses grow and manage their cash flow.

More than nine million consumers and businesses use Intuit Financial Services’ solutions through its network of financial institution customers.

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®, Quicken® and TurboTax®, simplify small business management and payroll processing, personal finance, and tax preparation and filing. ProSeries® and Lacerte® 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 2009. The company has approximately 7,800 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.

About Intuit Financial Services

Intuit Financial Services (formerly Digital Insight) helps banks and credit unions grow by making it easier for consumers and businesses to manage their money. As a division of Intuit Inc, Intuit Financial Services' portfolio of on-demand solutions and services are built on insights gained over three decades working with customers and creating innovative offerings that anticipate their needs.