

FOR IMMEDIATE RELEASE

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Intuit TurboTax Live Becomes First-Ever Presenting Sponsor of Both AFC & NFC Championship Games

Intuit is the Official NFL Sponsor for Financial and Accounting Software, and Tax Preparation Services

The National Football League (NFL) and [Intuit Inc](#) (Nasdaq: INTU), makers of [TurboTax®](#), [QuickBooks®](#), and [Mint®](#) today announced that as part of their multi-year official sponsor partnership, Intuit TurboTax Live will serve as the first-ever presenting sponsor of both the AFC and NFC Championship Games.

As a part of the sponsorship, [TurboTax Live](#) branding will be featured during the 2019 AFC and NFC Championship Games as well as within ancillary programming and content across league broadcast and digital media platforms. The 2019 AFC and NFC Championship Games will be played on Sunday, January 20 (NFC – 3:05 pm ET on FOX, AFC – 6:40 pm ET on CBS).

“We’re proud to have Intuit as the NFL’s first-ever presenting sponsor for both AFC and NFC Championship games,” said Renie Anderson, NFL Senior Vice President, NFL Partnerships, Sponsorship and Consumer Products. “Intuit has a longstanding reputation as a leader in the financial and accounting software industry that NFL fans recognize and trust this time of year.”

Beyond the presenting sponsorship of both 2019 AFC and NFC Championship games, Intuit also becomes the NFL’s official sponsor for financial and accounting software, as well as [tax preparation](#) services. Intuit helps power prosperity for consumers, self-employed and small business owners finding them more money with the least amount of work, while giving them complete confidence in their actions and decisions. Together Intuit and the NFL will also create programs to help current and former players prosper through the NFL Player Engagement and NFL Legends communities.

“Americans work hard for their money and at Intuit we want to help them find and save more of it,” said Mary-Ann Somers, Chief Growth Officer for Intuit’s Consumer Group. “As an official sponsor of the NFL, we have a unique opportunity to reach a highly engaged audience with solutions to help them prosper during the height of tax season.”

Consumers can also look forward to seeing Intuit [TurboTax return](#) to the NFL [Super Bowl](#) for its sixth consecutive year.

About the National Football League (NFL)

The National Football League is America's most popular sports league, comprised of 32 franchises that compete each year to win the Super Bowl, the world's biggest annual sporting event. Founded in 1920, the NFL developed the model for the successful modern sports league, including national and international distribution, extensive revenue sharing, competitive excellence, and strong franchises across the country.

NFL content has never been more popular across the US media landscape. According to the Nielsen Company, 192 million unique viewers tuned into the 2017 NFL regular season representing 73 percent of all television homes and 63 percent of potential viewers in the US. During the 2018 NFL Regular Season, NFL games accounted for 19 of the top 20 and 46 of the top 50 most-watched shows on television.

About Intuit

Intuit's mission is to Power Prosperity Around the World. Our global products and platforms, including [TurboTax®](#), [QuickBooks®](#), [Mint®](#) and [Turbo®](#), are designed to empower consumers, self-employed and small businesses to improve their financial lives, finding them more money with the least amount of work, while giving them complete confidence in their actions and decisions. Our innovative ecosystem of financial management solutions serves approximately 50 million customers worldwide, unleashing the power of many for the prosperity of one. Please visit us for the latest news and in-depth information [about Intuit](#) and its brands and find us on [social](#).

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