Kelley Blue Book, Mint.com Join Forces to Help Consumers Reach Car-Buying Goals

Integration of Trusted Kelley Blue Book Values Gets Mint Users on the Road to Vehicle Purchase

IRVINE, Calif., July 6 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new and used car information, today announces a new relationship with Mint.com (www.mint.com), a leading free online personal finance service from Intuit Inc. (Nasdaq: INTU). Mint.com provides more than 3.5 million users with a fresh, easy and intelligent way to manage and do more with their money. Through the new agreement, trusted Kelley Blue Book Values will be seamlessly integrated into the Assets and new Goals features on Mint.com, allowing consumers to make more informed car-buying and selling decisions without having to leave the site.

With the addition of Kelley Blue Book's Trade-In and Suggested Retail Values for used cars, and invoice, manufacturer's suggested retail price (MSRP) and New Car Blue Book® new-car data to Mint.com, Mint users can obtain the value of their current automobile and determine the worth or debt of that particular asset. With Mint.com's new Goals feature, users can plan and track their progress toward a long or short-term goal, such as buying a car. With the availability of Kelley Blue Book Values, users will have a better understanding of how much they need to save and how day-to-day spending will affect the achievement of their goals.

"Consumers are often unsure about the current value of their vehicle, how it can be leveraged toward a new car, or what steps they need to take to make such a big purchase," said Aaron Patzer, general manager and vice president of Intuit Personal Finance and founder of Mint.com. "By incorporating Kelley Blue Book Values into Mint.com, Mint users can do two really important things. First, they can easily add vehicle data to their accounts – so any loans they're paying against a car are balanced by the asset's value. Second, integration with Goals will help people understand the true cost of a new or used car, and effectively track their personal spending and saving to get there easily – and ultimately for less money."

Allowing Mint users to access Kelley Blue Book data provides a more convenient way to manage their money and better track their entire financial picture by eliminating the extra step of having to search for information on third-party sites.

"In developing this relationship, our goal was to keep the car owner and shopper top of mind," said Damon Bennett, vice president of business development and partnerships. "The vehicle information we provide is relevant to consumers' financial needs and working with Mint.com allows Kelley Blue Book to assist consumers at all levels of car buying and owning."

For more information about Kelley Blue Book Values, visitwww.kbb.com. For more information about Mint.com, visit www.mint.com.

About Kelley Blue Book (www.kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new- and used-vehicle information they need to accomplish their goals with confidence. The company's top-rated website, www.kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2009 Spring Automotive Website Usefulness Study, kbb.com is the most useful automotive information

website among new- and used-vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of new car prices, used car Blue Book Values, car reviews, new cars for sale, used cars for sale, and car dealer locations.

About Mint.com

Mint.com is a leading free online personal finance service from Intuit Inc. (Nasdaq: INTU), providing over 3.5 million users a fresh, easy and intelligent way to manage their money. And it's free. Launched in September 2007, Mint.com has quickly grown to track nearly $200 billion in transactions and $50 billion in assets and has identified more than $300 million in potential savings for its users. Mint.com's innovation is in applying advanced technology to deliver breakthrough ease-of-use. Using patent-pending technology and proprietary algorithms, Mint.com allows users to see all their financial accounts in one place, makes it easy to set and keep to budgets, and helps identify money saving ideas. Mint.com is so effective that more than 90 percent of users say they have changed their financial habits as a result of using the service. For more information on Mint.com's free online personal finance service, please visit http://www.mint.com and follow Mint.com on Twitter: www.twitter.com/mint.

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 http://www.intuit.com/.

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