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Mint.com Hosts Fans to Join its Birthday Celebration at TechCrunch50 Conference

2007 Winner Awards Tickets to Three Budding Entrepreneurs

San Francisco, Calif., September 8, TechCrunch50 – Mint.com (www.mint.com) the leading online [personal finance](#) service, today welcomes three internet entrepreneurs and fans of its award-winning [money management](#) service to join company founder and CEO Aaron Patzer and his team at TechCrunch50, where Mint.com won the Best Presenting Company award last year. The conference provides a platform for early-stage, and frequently unfunded, companies to launch in front of the technology industry's most influential venture capitalists and the international media. Mint.com awarded three fans tickets to join this elite crowd as guests of the company.

“Presenting at TechCrunch40 last September was the most important seven minutes of my professional life. Mint.com’s traffic went from 1,000 to 100,000 overnight, and the exposure and win has had a [strong positive impact on our business](#),” said Patzer. “We felt it was important to give back to the community that’s been so supportive of our service. So, we’ve awarded three passes to Mint fans who are themselves internet entrepreneurs. Perhaps one of them will be part of next year’s conference and, who knows, maybe even win.”

Mint.com ran an August contest for users interested in attending TechCrunch50, awarding free passes to the users who: referred the most friends to Mint.com; wrote the best story about how Mint.com has helped him/her manage money; proved themselves to be the biggest Mint.com fan. In the two weeks of the contest, Mint.com’s referral rate tripled traffic to the site – which surpassed that to Quicken.com in April 2008 – increased significantly and more than 25,000 new users signed up for free Mint.com accounts.

“I’m thrilled to be going to TechCrunch50 this year,” said Dan Hassenplug, an entrepreneur and marketing specialist who’s attending as one of Mint.com’s guests. “I created my [MintFanatic™](#) website to share my excitement for the coolest online money management tool I’ve found. I’ve been a Mint.com user since its win at TechCrunch40 and the company’s phenomenal first year would be an inspiration to any entrepreneur. I’m really excited to see the new companies unveiled this week.”

In its first year, Mint.com has attracted more than 400,000 users, making it the fastest-growing personal financial services product ever. Mint is managing \$12 billion in transactions, and supports more than 7,000 US financial institutions. In addition to TechCrunch, Mint.com has been awarded top industry honors by:

- *PC Magazine*: 4.5 Stars and Editor’s Choice
- *PCWorld*: Highest rated online personal finance service, above paid services QuickenOnline and Mvelopes; Top Innovations of 2007
- *The American Business Awards*: “Stevie” Award
- *The Webby’s*: People’s Voice Awards for Best Financial Services and Best Banking and Bill Pay)
- *Time Magazine*: “50 Best Websites of 2008”

The company has raised \$17 million in venture capital from Benchmark Capital, Shasta Ventures, First Round Capital, and leading angel investors. The team has released seven major updates to

the product in ten months, including adding management of mortgages, loans, and investment accounts; and automatic budgeting.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Cole and Fenwick & West.

About Mint.com (<http://www.mint.com>)

Mint.com is the leading online personal finance service, providing more than 400,000 users a fresh, easy and intelligent approach to money management. And it's free. Mint is managing over \$12 billion in transactions and has identified more than \$100 million in potential savings for its users. Designed to be effortless, Mint.com takes less than five minutes to set up. Users register anonymously using only a valid email address. Mint then does the rest, securely downloading transaction data from more than 7,000 US financial institutions. Users never need to import or synch their data. Mint, rated top in its category by *PC World* and *PC Magazine*, applies patent-pending technology and proprietary algorithms to categorize transactions; provide a unified view of all account activity; alert users to low balances, bank fees, upcoming bills, and even potentially suspicious account activity; and give users personalized suggestions for significant savings opportunities.

Mint's management team includes seasoned industry veterans drawn from the ranks of Charles Schwab & Co., eBay, Expedia, Intuit, PGP and other leaders in the finance, security and software spaces. Investors include top venture capital firms and prominent individuals associated with companies including Blue Nile, Google, Intuit, PassMark Security, PayPal, Yahoo! and others.

For more information on Mint.com's free online personal finance service, please visit www.mint.com.

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