

Media Release
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Quicken Personal 2009 is a PC User Product of the Year

Already the world's most popular personal financial management software, Quicken has added another award to its lengthy honour role.

Australian PC User magazine, the nation's leading source of technical information for home, school and small business computer users, has recognised Quicken Personal 2009 as a Product of the Year. This prestigious award appears in PC User's February 2010 issue and follows the software's Best Buy award in the February 2009 publication.

In a year where keeping control of finances was trying to say the least, the software enabled consumers and business owners to keep a close eye on expenses while helping to get the most out of their savings and other investments. In the February 2009 issue, PC User's Kurt Best noted the software is "a great way to get back on track."

Mr Best also credited Quicken Personal with a robust transaction recording system for everything from bank accounts to direct shares.

The Quicken 2009 product line encompassed Quicken Personal, Quicken Personal Plus, and Quicken Home & Business.

All three products included a new Personal Centre for an accurate account of the users' current financial data, a Savings Planner which allows users to better achieve their savings goals, and (at additional cost) integration with Reckon Tools Online Backup to safely store all critical personal and business information at the Reckon Data Centre.

Other attractive additions to the Quicken 2009 software, PC User notes, were a reward card tracker which keeps tabs on credit card points and the Carbon Footprint Calculator for an indication of the users' personal impact on the environment.

The new Quicken 2010 line, launched in November 2009, features a host of across-the-board improvements on its award-winning predecessor. Quicken Personal, Quicken Personal Plus and Quicken Home & Business are compatible with Windows 7, the latest version of Microsoft Windows. Each contains updated 2009/10 Tax Lines and tracking of income and tax-related expenses so users can stay compliant with the ATO. Plus, the software has the latest personal income thresholds to more accurately estimate the user's tax position at the end of the financial year.

Australian PC User is Australia's top-selling technology magazine. Published by ACP Magazines, the publication has a monthly circulation of more than 50,000 and readership of nearly 300,000.



About Reckon

Reckon Limited (RKN) is a publicly listed Australian company, providing award-winning business management solutions for the wealth management, SOHO, SME and accounting sectors. Reckon supplies QuickBooks and Quicken accounting and financial management software and is the parent company of APS, Reckon Elite, Reckon Docs and BillBack. World headquarters are located at 35 Saunders Street, Pyrmont, NSW 2009 Australia.

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