



**INTUIT CEO STEVE BENNETT TO SPEAK AT ITIF EVENT TO
RELEASE NEW ITIF REPORT
*DIGITAL PROSPERITY: UNDERSTANDING THE ECONOMIC
IMPACT OF THE IT REVOLUTION***

Steve Bennett, CEO of Intuit, a leading provider of financial, accounting and tax preparation software, will make a keynote address at the ITIF conference to release the new ITIF report, "Digital Prosperity: Understanding the Economic Impact of the IT Revolution."

WHO:

Steve Bennett, CEO, Intuit
Rob Atkinson, President of ITIF
Robert W. Crandall, Senior Fellow, Economic Studies, The Brookings Institution
Robert Litan, Vice President of Research and Policy at the Kauffman Foundation

WHERE: Marriott at Metro Center, Ballroom Level
775 12th Street, NW
Washington, DC

WHEN: 8:30 AM – 11:00 AM
Tuesday, March 13, 2007

8:30: Continental Breakfast

9:00: Introduction and Welcoming Remarks

9:10: Keynote Address, Steve Bennett, CEO Intuit

9:45: Digital Prosperity, Rob Atkinson, President ITIF

10:05: Panel Respondents

Robert W. Crandall, Senior Fellow, Economic Studies, The Brookings Institution
Robert Litan, Vice President of Research and Policy at the Kauffman Foundation

WHAT: Release of new ITIF report: “Digital Prosperity”

Information and communications technology (IT) is the major driver in the new global economy – not just of improved quality of life, but also of economic growth. Moreover, there are strong indications that IT has the potential to continue driving growth for the foreseeable future. Yet, most policymakers do not adequately appreciate this fundamental reality. In fact, after the post-2000 economic dip many concluded incorrectly that the IT economy was smoke and mirrors.

In a report to be released at this conference, ITIF has documented that the digital economy is more than fulfilling its original promise, with digital adoption rates exceeding even the most optimistic forecasts of the late 1990s. The integration of IT into virtually all aspects of the economy and society is creating a digitally-enabled economy that is responsible for generating the lion’s share of economic growth and prosperity, here and abroad, including in developing nations. Importantly, the “IT engine” does not appear likely to run out of gas anytime soon and should power robust growth for at least the next decade.

While the emerging digital economy has produced enormous benefits, the best is yet to come. The job of policymakers in developed and developing nations alike is to ensure that the policies and programs they put in place spur digital transformation so that all their citizens can fully benefit.

The event will feature a keynote address by Intuit CEO Steve Bennett, a presentation of the study’s findings by ITIF President Dr. Robert Atkinson, and comments by Brookings Institution Senior Fellow Robert Crandall, and Kauffman Foundation Vice President Robert Litan.

“Digital Prosperity” will be held Tuesday, March 13th from 8:30 to 11:00am. Breakfast will be served at 8:30. The program will begin at 9:00. Space is limited, so please RSVP to Torey Liepa at ITIF, at tliepa@itif.org.

To learn more about the [Information Technology and Innovation Foundation](#), please contact us:

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