



H&R Block Names Vinoo Vijay as Chief Marketing Officer

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Modern marketer and innovative leader brings deep financial sector experience

KANSAS CITY, Mo., April 17, 2018 (GLOBE NEWSWIRE) -- H&R Block, Inc. (NYSE:HRB) today announced that Vinoo Vijay will become the company's Chief Marketing Officer, effective April 23, 2018. Vijay will assume responsibility for all marketing functions to include brand strategy, product management and client experience, performance marketing/CRM, online experience, creative and advertising, and corporate communications.

 [Vinoo Vijay, incoming chief marketing officer for H&R Block](#)

Vinoo Vijay will become the Chief Marketing Officer for H&R Block on April 23, 2018, reporting directly to President & CEO Jeff Jones. In this role, he will be responsible for all marketing programs, to include brand strategy, product management and client experience, interactive and online experience, creative and advertising, and corporate communications.

"Vinoo is exactly the right marketing leader to help transform Block and modernize our approach to marketing," said Jeff Jones, H&R Block's president and chief executive officer. "He's an innovative leader who's very skilled strategically and analytically. Vinoo has a great track record of repositioning brands and uncovering new business opportunities. He will play a crucial role in shaping our enterprise strategy, and helping Block achieve sustainable growth."

"This is an incredible opportunity. I wanted to join a company with strong bones and strong potential," Vijay said. "I found both in H&R Block. I look forward to helping this world-class brand innovate and serve more consumers in all the ways they want to be served."

Vijay brings a 20-year history of innovative and creative marketing and business accomplishments. Most recently he was Executive Vice President, Chief Marketing Officer and Head of Corporate and Public Affairs at TD Bank, where he championed innovative fintech strategies and developed its core brand position. Previously, as head of Global Brand and Product Marketing for GMAC, Vijay developed the Ally brand and introduced Ally Bank to the public, helping make it a leading digital bank player.

"Vinoo will bring a broad, insightful perspective to our associates and franchisees," Jones said. "I couldn't be more excited to have him join our team."

Vijay holds a Master of Business Administration from the University of Illinois at Urbana-Champaign, and a Bachelor of Science from Syracuse University with dual concentrations in advertising and marketing.

Vijay and his wife, Chanee, will relocate to Kansas City.

Vijay's full biography is on the [H&R Block executives](#) page.

About H&R Block

H&R Block, Inc. (NYSE:HRB) is a global consumer tax services provider. [Tax return preparation](#) services are provided by professional tax preparers in approximately 12,000 company-owned and franchise [retail tax offices](#) worldwide, and through H&R Block [tax software products](#) for the DIY consumer. H&R Block also offers adjacent Tax Plus products and services. In fiscal 2017, H&R Block had annual revenues of over \$3 billion with 23 million tax

returns prepared worldwide. For more information, visit the [H&R Block Newsroom](#).

A photo accompanying this announcement is available at <http://resource.globenewswire.com/Resource/Download/79b10179-6c4f-4028-8b96-4ba807d6002d>

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