H&R Block spotlights its customer-centric advantage in its new advertising campaign for 2019 tax season

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H&R Block demonstrates the many ways it helps consumers get their taxes done with expertise and care

KANSAS CITY, Mo., Dec. 13, 2018 (GLOBE NEWSWIRE) -- H&R Block, Inc. (NYSE: HRB)—the industry leader in tax return preparation —continues to transform its approach to offer a better tax experience for consumers. The brand has launched a new advertising campaign that reinforces the company's transformation strategy, which focuses on a more modern, innovative and consumer-focused experience.

The company's new advertising campaign demonstrates the benefits of working with H&R Block to remove the stress and uncertainty that often accompany tax preparation. The ads address some common consumer concerns and issues rarely encountered outside the tax industry. Created by Deutsch LA, the campaign introduces an H&R Block client as the new face of the brand in television and online advertising and centers around a central idea that in person or online, Block has your back.

"Our research over the last year found many unresolved pain points for consumers when they file their taxes," said H&R Block chief marketing officer Vinoo Vijay. "We are focused on delivering the industry's leading tax experience, whether online or in person. And our advertising this season spotlights how some of these important advances help consumers make the most of their tax filing."

"Block has your back" to ease pain points and reduce taxpayer headaches

More Options for Expertise: Block offers taxpayers more ways to file than any other tax company.

- With more than 10,000 offices nationwide, H&R Block has locations conveniently located within five miles of most Americans. Clients can make an appointment, walk in at their convenience or drop off their taxes for completion.
- For people who want the expertise of a tax professional without visiting an office, H&R Block Tax Pro Go® provides expert tax prep from anywhere. Clients simply upload their tax documents via their phone or computer and a tax pro does the rest.
- For taxpayers who prefer to do their own taxes, H&R Block Online and H&R Block software offer affordable, easy-to-use expertise – and access to additional help if it's ever needed. H&R Block has an extensive network of tax professionals available to help ensure every client feels confident in his or her return. Block tax pros are available to answer questions via chat, share a client's computer screen or even review and file an online filer's entire return.

Upfront, Transparent Pricing: Tax preparation comes with many questions. One common one – what will my tax preparation cost – is often left unanswered until a taxpayer's return is completed. H&R Block is different. Offices nationwide have introduced upfront, transparent pricing so clients can know the price of tax prep before they begin. No surprises. No hidden fees. Similarly, online clients benefit from H&R Block's Price Preview which updates the price in real time.

Transparent Tax Prep: In H&R Block offices, clients have a personal monitor so they can see their credits and deductions build and receive tax tips while their tax pro works through their returns.

Tax Reform Expertise: Tax reform impacts virtually all taxpayers this year, but for a company with more than a half century of tax preparation experience, understanding tax law changes is nothing new. Thanks to The Tax Institute at H&R Block and extensive tax reform training, no one knows tax reform better than H&R Block. The company's tax pros are prepared, and tax tools have been updated to help decode the tax code for clients and ensure they get every credit and deduction they deserve.

"When you need solid advice, there's always that go-to person you can trust to be real with you," said Shannon Washington, SVP, Creative Director at Deutsch. "That's how we arrived at Block's brand ambassador. She takes something that can be complicated and intimidating and transforms it in a way that everyday people can understand and relate to. A breath of fresh, real air that we needed in this space."

"Our top priority is making the H&R Block experience a great one no matter how a client chooses to file with us," said Vijay. "Our clients' tax situations and lives vary greatly, but the desire for an accurate return and getting every credit and deduction deserved is universal in our experience. That's what we do best. We're here to help and make every client's experience with H&R Block a great one."

More information on how H&R Block is transforming the tax experience for consumers is available at hrblock.com/transformation.

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

Blocktax software products for the DIY consumer. H&R Block also offers adjacent Tax Plus products and services. In fiscal 2018, H&R Block had annual revenues of over $3.1 billion with over 23 million tax returns prepared worldwide. For more information, visit the H&R Block Newsroom.

Contact:

Susan Waldronsusan.waldron@hrblock.com
816-854-5522

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