

H&R Block Opens Times Square Flagship Office

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Flagship Office Merges Company's Tax Expertise With High-Tech Tools

NEW YORK, NY, Jan 12, 2010 (MARKETWIRE via COMTEX) -- H&R Block's (NYSE: HRB) new Times Square flagship office is a blend of high-tech innovation and tax-rich expertise. A giant "smart wall" guides clients through an interactive tax experience. Visitors can view photos, videos and bios of tax professionals, and learn their areas of expertise. Touch-screen kiosks let clients give instant feedback on their office experience.

"H&R Block's flagship office is designed to pay homage to the company's rich tradition while setting a more relevant and leading edge tone for the company's future," said Russ Smyth, H&R Block CEO. "We're blending our more than 55 years of tax preparation expertise with high-tech tools to provide a state-of-the-art client experience."

The flagship grand opening is from 10 a.m. to 2 p.m., Thursday, Jan. 14, at 555 Seventh Ave., New York. The event will showcase the new office concept, feature remarks by company executives and provide answers to some of the thorniest tax questions.

Through the office's giant smart wall, users can answer questions about their specific tax situations by touching a monitor. Based on their responses, a virtual host guides them through an interactive experience.

Clients also can print tax tips and a tax preparation check-off list through the touch-screen wall, as well as email tax professionals year-round.

A media center, coffee bar and laptop station are available in the waiting area. Historical company photos decorate the walls, and as the official tax preparer of the New York Yankees, so does an autographed baseball bat from team captain and shortstop, Derek Jeter. In addition, tax preparer work stations have been enhanced throughout the office to provide better client privacy.

"More than one million people walk by this location each week," said Sandi Romero, vice president and managing director of the company's Eastern region. "The flagship is a living billboard designed to take the H&R Block brand into the future."

H&R Block will open nine other new offices in New York in 2010. In addition, 300 of the company's offices across the country will be remodeled to share some of the contemporary features of the New York flagship.

About H&R Block

H&R Block Inc. (NYSE: HRB) is the world's preeminent tax services provider, having prepared more than 500 million tax returns since 1955. In fiscal 2009, H&R Block had annual revenues of \$4.1 billion and prepared more than 24 million tax returns worldwide, utilizing more than 100,000 highly trained tax professionals. The Company provides tax return preparation services in person, through H&R Block At Home(TM) online and desktop software products, and through other channels. The Company is also one of the leading providers of business services through RSM McGladrey. For more information visit our Online Press Center at www.hrblock.com.

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