

H&R Block Returns as Super Bowl Advertiser

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KANSAS CITY, Mo.--(BUSINESS WIRE)--Dec. 4, 2003--H&R Block (NYSE:HRB) today announced that it would return to the Super Bowl for the third consecutive year as an advertiser.

The 30-second spot will run in the game's first quarter and draw attention to the company's H&R Block Advantage, which is unique in the tax services industry. One of the key components of the H&R Block Advantage is a personalized summary that helps clients understand how to make the most of their tax situation, reduce their debt, plan to buy or refinance a home, start building savings for their retirement, a child's education or other goals.

In addition to the Super Bowl spot, H&R Block has agreed to a pre-game sponsorship package. The company did not disclose the terms of the media buy.

About H&R Block

H&R Block Inc. (www.hrblock.com) is a diversified company with subsidiaries that deliver tax, financial, mortgage and business products and services. It is the only major company with subsidiaries offering a full range of software, online and in-office tax solutions, combined with personalized financial advice about retirement savings, home ownership, and other opportunities to help clients build a better financial future. As the world's largest tax services company, H&R Block served nearly 21 million clients in the U.S. and 11 countries in 2003. H&R Block Financial Advisors Inc. offers investment services and securities products. With more than 1,000 financial advisors serving clients at more than 600 offices, H&R Block Financial Advisors Inc. is a member NYSE, SIPC, a registered broker-dealer and a registered investment advisor. H&R Block Inc. is not a registered broker-dealer and is not a registered investment advisor. H&R Block Mortgage Corp. offers a full range of retail mortgage products. Option One Mortgage Corp. provides mortgage services and offers wholesale mortgage products through large financial institutions and a network of 24,000 independent mortgage brokers. RSM McGladrey Business Services Inc. and its subsidiaries serve mid-sized businesses and their owners with tax, accounting and business consulting services, as well as personal wealth management services.

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