

## **H&R Block Names Multi-Cultural Vice President**

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### **Luis Altuve to Lead Efforts to Grow Business in Latino Market**

KANSAS CITY, MO, Jan 26, 2010 (MARKETWIRE via COMTEX) -- H&R Block (NYSE: HRB) announced today that Luis Altuve has joined the company as the vice president of multi-cultural business development. In this role, Altuve will drive business growth through outstanding client experience, relevant products and value proposition.

"Luis brings his experience in developing multi-cultural business to H&R Block to capture growth opportunities, especially in the Latino tax business," said Joan Cohen, senior vice president and chief of staff at H&R Block. "We look forward to having his leadership at one of the nation's most recognizable brands as we develop, grow and serve our multi-cultural clients."

Altuve joins H&R Block from TMSW, a global marketing agency, where he led consulting efforts to grow the U.S. multi-cultural business for McDonald's.

"I want to showcase H&R Block as the place to come for trusted tax preparation and expertise in the Latino market," Altuve said. "With more than 10,000 bilingual tax preparers and 2,200 Latino-designated offices, H&R Block can provide clients with tax advice in their language of choice."

H&R Block recently launched an ad campaign called "Bien Hecho," which emphasizes getting taxes right. "Bien Hecho" builds on the theme that H&R Block tax professionals are trained and able to help Latino clients find credits and deductions that apply to them.

"The 'Bien Hecho' campaign increases awareness of how H&R Block can help Latino clients and their tax situations in a relevant manner," Altuve said. "In today's economy, our clients need to understand how to get every credit and deduction they're due."

Altuve also held several leadership positions in brand marketing, including multi-cultural, domestic and global companies with world-class brands such as Kellogg, SAB Miller and Wrigley.

Altuve received a B.S. in business administration and a focus on marketing, with honors, from Xavier University.

In 2009, H&R Block served more than 1.6 million Latino clients. For more information about H&R Block visit [www.hrblock.com/espanol](http://www.hrblock.com/espanol).

#### 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 [www.hrblock.com](http://www.hrblock.com) or [www.hrblock.com/espanol](http://www.hrblock.com/espanol).

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