

## **H&R Block Emerald Prepaid MasterCard(R): A Consumer Champion**

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### **Independent Organization Selects Emerald Card for Its Inclusion, Trust, Success and Opportunity**

KANSAS CITY, MO -- (Marketwired) -- 01/21/15 -- H&R Block's (NYSE: HRB) Emerald Prepaid MasterCard® won recognition as a Consumer Champion by industry publication Paybefore. A six-judge panel for the 2015 Paybefore Awards selected the Emerald Card for delivering the "best consumer value" and embodying Center for Financial Services Innovation (CFSI) [principles](#): embrace inclusion, build trust, promote success and create opportunity.

The Emerald Card will compete against two other cards for the "Best in Category" honor at the 2015 Paybefore Awards ceremony held Feb. 24. The public may vote for the "Best in Category" winner by visiting <http://paybefore.com/awards/sixth-judge-voting/>. These votes will count as one sixth of total votes and in previous years have determined the outcome in nine categories. Voting is unlimited and closes Jan. 28.

"Winning 'Consumer Champion' is a tremendous award for the Emerald Card and a validation of H&R Block's core value to do the right thing. With the Emerald Card, we offer consumers the very best in the industry: a low-cost, rich-in-features prepaid card," said Greg Quarles, president of H&R Block financial services.

The recognition of the Emerald Card as a Consumer Champion comes on the heels of its [ranking](#) among the best of prepaid cards two years running by a [leading consumer industry group](#). Additionally, it won Best in Category and [Top of Wallet](#) by Paybefore in 2014 and ranked among the top three consumer-friendly prepaid cards by Bankrate.com. In 2013, the [Emerald Card Mobile Banking™ app](#) was named the Outstanding Mobile Wallet and Mobile Application by Paybefore.

Close to 2.4 million H&R Block clients opted for the Emerald Card in 2014, loading more than \$9.2 billion. Since the Emerald Card's launch in 2006, more than \$67 billion has been loaded onto Emerald Cards.

#### ***About H&R Block***

H&R Block, Inc. (NYSE: HRB) is the world's largest consumer tax services provider. More than 650 million tax returns have been prepared worldwide by and through H&R Block since 1955. In fiscal 2014, H&R Block had annual revenues over \$3.0 billion with 24.2 million tax returns prepared worldwide. Tax return preparation services are provided in approximately 12,000 company-owned and franchise retail tax offices worldwide by professional tax preparers, and through H&R Block Tax Software products. H&R Block Bank provides affordable financial services products. For more information, visit the H&R Block Newsroom at <http://newsroom.hrblock.com/>.

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Source: H & R Block