

Get Your Billion Back America With H&R Block

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Missteps by Americans on Self-Prepared Tax Returns Contribute to \$1 Billion Left on the Table

KANSAS CITY, MO -- (Marketwired) -- 01/15/14 -- [H&R Block](#) (NYSE: HRB) today announced the launch of its new campaign, [Get Your Billion Back America](#), which reinforces H&R Block's commitment to helping consumers get the maximum tax benefit they deserve.

A recent H&R Block study shows that when Americans prepare tax returns themselves, about 1 in 5 leave money on the table by not claiming all of the tax credits and deductions for which they qualify, among other things. These inaccuracies contribute to more than \$1 billion left on the table in unclaimed money. Helping Americans get every penny they deserve is what H&R Block's 80,000 tax professionals focus on every day.

"It's not about getting your tax return done -- it's about getting it done right," said Kathy Collins, chief marketing officer at H&R Block. "Our tax professionals understand the complexity of the tax code and bring simplicity to it to help ensure our customers get the best possible result."

The Get Your Billion Back America campaign launched nationally Jan. 13 and includes broadcast, digital and social channels.

Additionally, H&R Block will play host to local market events across the country to educate consumers about the money left behind and how they could get part of the billion back. For more information or to view the ads, visit www.hrblock.com/billionback.

For more information about assistance preparing individual income tax returns, contact a local [H&R Block tax professional](#). To find the nearest H&R Block office, visit www.hrblock.com or call 800-HRBLOCK.

About H&R Block

H&R Block, Inc. (NYSE: HRB) is the world's largest consumer tax services provider. More than 625 million tax returns have been prepared worldwide by and through H&R Block since 1955. In fiscal 2013, H&R Block had annual revenues of \$2.9 billion with 25.4 million tax returns prepared worldwide. Tax return preparation services are provided in [company-owned](#) and [franchise](#) retail tax offices by over 80,000 professional tax preparers and associates worldwide, and through H&R Block [digital products](#). H&R Block Bank provides affordable banking products and services. For more information, visit the [H&R Block Newsroom](#).

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Source: H & R Block