

H&R Block Super Bowl Ad Tackles Two of Life's Certainties: Death and Taxes

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Abe Vigoda brings humor to H&R Block's ad, answers lingering questions about his own mortality

KANSAS CITY, Mo., Jan. 26 /PRNewswire/ -- In its first Super Bowl advertisement in five years, H&R Block invokes well known prose regarding the certainty of nothing but death and taxes. Unless of course, you're talking about Abe Vigoda.

Vigoda, whose "Godfather" and "Barney Miller" roles helped make him famous, was erroneously declared dead as early as 1982. Since that time people continue to ask the same question: is Abe Vigoda dead or alive? The answer according to H&R Block? Very much alive and helping bring humor to the company's 30-second Super Bowl spot by playing the role of Death.

The ad touts H&R Block's Second Look(R) product and will serve as a friendly reminder that tax season is upon us and everyone needs to ensure their taxes are done right. The current economy makes professional tax preparation more important than ever as many Americans are taking a closer look at their finances; not only curbing spending but trying to find extra money anywhere they can. H&R Block's people can help.

"Death and taxes aren't traditionally humorous topics but we thought we could tackle them in a fun way while still sending an important message to people who want to get more out of their tax return," said Kathy Collins, vice president of marketing for H&R Block.

The last time H&R Block, the biggest tax preparer in the United States, advertised during the Super Bowl was 2004. The memorable ads featured tax- challenged Willie Nelson hawking shaving cream and Willie Nelson advice dolls, that campaign continues to make "best of" Super Bowl advertising lists. The 2009 Super Bowl spot was directed by the critically acclaimed Bryan Buckley who has directed nearly 40 Super Bowl commercials since 2000.

H&R Block's Second Look(R) review offers taxpayers the opportunity to have their 2006, 2007 or 2008 return(s) reviewed by an H&R Block tax professional to ensure accuracy and confirm that all eligible credits and deductions were claimed for a maximum refund.

"Taxpayers in today's economic climate can't afford to leave money on the table with overlooked deductions and credits. This is one way we help ensure people get their maximum refund available," Collins said.

H&R Block has found errors in 4 out of 5 of the returns it reviewed as part of a Second Look(R) review.*

*Error rates are for Second Look(R) clients in calendar year 2007. Individual results will vary. Editor's note: Video clip and advertising stills are available upon request.

About H&R Block

H&R Block Inc. (NYSE: HRB) is the world's preeminent tax services provider, having served more than 400 million clients since 1955 and generating annual revenues of \$4.4 billion in fiscal year 2008. H&R Block provides income tax return preparation and related services and products via a nationwide network of approximately 13,000 company-owned and franchised offices and through TaxCut(R) online and software solutions. The company also provides business services through RSM McGladrey and certain consumer financial services. For more information visit our Online Press Center at <http://www.hrblock.com>.

SOURCE H&R Block Inc.

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