

## **Innovative TaxCut(R) Packaging Wins Top Industry Award**

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### **A H&R Block's TaxCut Software Honored With a Gold Award at the Design of the Times Competition**

KANSAS CITY, Mo., Oct 09, 2006 (BUSINESS WIRE) -- H&R Block (NYSE:HRB) today announced that TaxCut(R), their innovative tax-preparation software, won the Gold Design of the Times Award in the Packaging: Primary, Standard or Every Day category at the In-Store Marketing Expo in Chicago on Sept. 28.

The most anticipated Design of the Times Awards Competition is presented by P-O-P Times, the official publication of the In-Store Marketing Institute, and recognizes the in-store marketing industry's best displays and retail promotions. Entries in the packaging category are evaluated by more than 100 marketing and retailing experts on a variety of criteria, including creativity in design and engineering, and design elements that attract shopper attention and bolster the brand's "shelf presence" via shape, color, copy points and/or descriptive language. Category competition included multiple consumer software packages and other consumer packaged goods.

"The TaxCut packaging design team of Horton Lantz & Low, Seattle, WA., developed an outstanding product, and we are thrilled that we have been recognized by our peers as leaders and innovators in this highly competitive category," stated Heather Watts, director of retail marketing for H&R Block's TaxCut. "The packaging proved to be a hit with consumers and helped drive sales of TaxCut to an all-time high this year," Watts said.

Ross West, Vice President of Creative Services at Horton Lantz & Low, added, "This was a unique opportunity to create a new look and feel for a product with a very loyal user base. Our goal was to design packaging that would communicate the product's key benefits, while creating a strong retail presence that would engage both current and new customers. We're extremely pleased to be a part of TaxCut's success."

#### About H&R Block Digital Tax Solutions

H&R Block Digital Tax Solutions develops and publishes consumer financial and personal productivity software and online programs for the leader in tax preparation and services, H&R Block. Titles include the H&R Block TaxCut family of software products -- TaxCut Standard, Deluxe, Premium, and Business -- as well as TaxCut Online tax preparation programs -- TaxCut EZ, Premium, Signature -- as well as Online Office, found at [taxcut.com](http://taxcut.com) and [hrblock.com](http://hrblock.com).

#### About H&R Block

H&R Block, Inc. (NYSE:HRB) is a diversified company with subsidiaries that deliver tax services and financial advice, investment and mortgage services, and business accounting and consulting services. The company's mission is to help clients achieve their tax and financial objectives by serving as their tax and financial partner. Additional information is available on the company's Web site at [www.hrblock.com](http://www.hrblock.com).

#### About Horton Lantz & Low

Horton Lantz & Low is one of the Northwest's largest brand communication agencies -- blending the artistry of a design firm, the communications resources of an ad agency and the technology of an interactive firm. HL2 provides strategic, creative solutions for clients such as H&R Block, Microsoft, Vail Resorts, Seattle's Best Coffee and T-Mobile.

SOURCE: H&R Block

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