

H&R Block Launches One-of-a-Kind Tax Preparation Solution: Block Live

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New Solution Kicks Off With \$100 Discount to Families With Children Born in 2011

KANSAS CITY, MO, Jan 12, 2012 (MARKETWIRE via COMTEX) --The company that invented the retail tax preparation industry continues to redefine the way taxpayers will complete their tax returns now and in the future. Today, H&R Block (NYSE: HRB) launched a brand new service, Block Live(SM), which allows taxpayers to have their tax return prepared by an H&R Block tax professional in real time via online video conference or chat.

Block Live provides the convenience of tax preparation virtually anytime or anywhere with the expertise of highly skilled tax professionals from H&R Block. This service is ideal for taxpayers who have busy family schedules, work from home, travel extensively, work remotely, serve in the military or just want the convenience of filing taxes in the comfort of their own home combined with the expertise an H&R Block tax professional provides.

To celebrate the birth of this innovative solution, H&R Block is offering a \$100 discount on tax preparation to those who will need its convenience the most -- busy parents with newborns. To help parents who will be claiming their newest little dependent for the first time this tax season, families with a child born in the year 2011 are eligible for the discount. The offer is open to the first 1,000 parents to email BlockLive@hrblock.com and request a special coupon code.*

"The introduction of Block Live provides an innovative way for clients to access the industry's best trained tax professionals when, where, and how they want to be served," said Phil Mazzini, president of assisted tax preparation services at H&R Block. "We are bringing the expertise of our network of tax professionals directly to the taxpayer. Block Live literally takes the 'trip' out of the trip to the tax office."

Block Live is a proprietary online tool with a video interface that enables face-to-face conversations between the taxpayer and the tax professional. Taxpayers with a computer, a camera and microphone can interact in real time via video with their tax professional. Taxpayers also have the option of using the phone and real-time chat. The taxpayer also shares documents back and forth securely through the program with a tax professional to complete the return.

"Tax expertise and superior client service has always been the cornerstone of our success," Mazzini said. "Block Live is an example of innovation that combines the high touch and high tech solutions that H&R Block uses to push the industry forward. This is about providing expertise and service in a whole new way."

For more information or to schedule an appointment with a tax professional through Block Live, visit www.hrblock.com/live.

H&R Block's tax professionals provide guaranteed tax return preparation services in-person at retail tax offices open year-round and through Block Live(SM), the only face-to-face online tax preparation experience available in the industry. Do-it-yourself filers benefit from the expertise and guidance of The Tax Institute at H&R Block when using H&R Block At Home(TM) on their computers, tablets and smartphones. Because understanding taxes is an integral part of managing personal finances, H&R Block keeps the conversation going with clients all year via blogs, tweets and Facebook status updates.

*Eligibility is limited to the first 1,000 individuals who respond informing us of a child born during the 2011 calendar year. Offer limited to one coupon code per family. Taxpayers must confirm eligibility at the time of tax preparation by completing a 2011 tax return with the name and birth date of a qualifying child. Taxpayers who do not confirm eligibility will not be allowed to redeem the coupon. Do not send birth certificates or other evidence of childbirth or adoption. Void where prohibited. Offer expires 4/30/2012. Offer valid for Block Live only.

About H&R Block H&R Block Inc. (NYSE: HRB) has prepared more than 575 million tax returns worldwide since 1955, making it the country's largest tax services provider. In fiscal 2011, H&R Block had annual revenues of \$3.8 billion and prepared more than 24.5 million tax returns worldwide, including Canada and Australia. Tax return preparation services are provided in company-owned and franchise retail tax offices by approximately 100,000 professional tax preparers, and through H&R Block At Home(TM) digital products. The H&R Block Bank provides affordable banking products and services. For more information, visit the H&R Block Online Press Center.

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