

## **H&R Block to Tip Off Tax Season With NBA Star Anthony Davis**

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### **NBA's Tax Service to Partner With One of the League's Most Dominant Players**

KANSAS CITY, MO -- (Marketwired) -- 12/21/15 -- H&R Block (NYSE: HRB), the world's largest consumer tax services provider, today announced two-time NBA All-Star Anthony Davis will serve as a brand ambassador for its upcoming tax season.

H&R Block is the NBA's tax services partner and will feature Davis alongside the brand's bow-tie wearing tax pro Richard Gartland in its 2016 advertising. Davis will make a cameo in commercials beginning mid-January, and then will star in spots set to air in February. This partnership marks the first time the brand has used a sports personality in a national campaign.

"We're excited to partner with a dominant player like Anthony for Refund Season," said Kathy Collins, H&R Block's chief marketing officer. "We're so impressed with his determination and commitment to the community. Anthony has a lot of qualities our clients can relate to -- even if his first job out of college has far more complex tax implications than most of ours."

In addition to advertising, H&R Block will leverage Davis for personal appearances throughout the season and partner with his charity, AD's Flight Academy, for outreach and events in the local New Orleans community.

"Being part of a strong team is very important to me and H&R Block is the best team to have your back during tax time," said Davis.

Davis and Gartland shot the series of advertisements earlier this month in New Orleans.

Anthony Davis is one of the most versatile and athletic big men in the NBA. After winning the national collegiate championship in 2012, Davis was selected as the first overall draft pick in the NBA Draft 2012 presented by State Farm and has quickly become one of the best players in the world.

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

H&R Block, Inc. (NYSE: HRB) is the world's largest consumer tax services provider. More than 680 million tax returns have been prepared worldwide by and through H&R Block since 1955. In fiscal 2015, H&R Block had annual revenues of nearly \$3.1 billion with 24.2 million tax returns prepared worldwide. Tax return preparation services are provided by professional tax preparers in approximately 12,000 company-owned and franchise retail tax offices worldwide, and through H&R Block tax software products. H&R Block also offers adjacent Tax Plus products and services. For more information, visit the H&R Block Newsroom at <http://newsroom.hrblock.com/>.

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