

## **America's Choice: Voting Begins in H&R Block's "Me & My Super Sweet Refund" Video Contest on YouTube.com**

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Prizes Include \$5,000 Cash, Apple MacBook, and Sony MiniCam

KANSAS CITY, Mo.--(BUSINESS WIRE)--Feb. 22, 2007--How will you spend your tax refund this year? That's the question that's driven taxpayers to show off their skills behind (and in front of) the camera as part of H&R Block (NYSE:HRB) TaxCut Online's "Me and My Super Sweet Refund Video Contest" on [www.youtube.com](http://www.youtube.com). Entrants submitted short videos depicting what they would do with their tax refund, and the resulting videos -- ranging from song parodies to exercises in amateur special effects -- have been creative, funny and entertaining.

Now, it's time for America to choose the winner. Beginning at 12:01 a.m. on Feb. 23, 2007, fans can visit <http://www.youtube.com/user/TaxCutContest> to view the "Me and My Super Sweet Refund Video Contest" entries, and cast their vote for their favorite.

The "Me and My Super Sweet Refund Video Contest" has proven to be a huge success thus far, generating over 125 video submissions, more than 2 million views of TaxCut-related videos, and more than 1,100 subscribers to the contest channel. The H&R Block launch video, "Candy," is the most-linked comedy video of all time on YouTube and the third most-linked video of all time.

"It's been amazing how the YouTube community has embraced this opportunity," said Paula Drum, vice president of marketing for Digital Solutions at H&R Block. "Based on the overwhelming response from the YouTube audience, we believe our approach has been in line with the way the community likes to participate and communicate. While we don't have the presence of a 'celebrity,' we did generate great momentum -- nearly 10 times as many views as the competing contest. The video submissions definitely highlight the creativity and diversity of the YouTube community. We're thrilled by their support and enthusiasm."

Voting is open until 11:59 p.m. on March 23, 2007, and winners will be announced on April 3, 2007. The first prize winner will receive \$5,000 and the winning video will be posted on YouTube's home page for one day in April. The second prize winner will receive an Apple MacBook, and the third prize winner will receive a Sony Hi-Definition MiniCam. For additional information, full contest rules, and how to vote for your favorite video, please visit <http://www.youtube.com/user/TaxCutContest>.

### 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. Titles include the H&R Block TaxCut family of software products -- TaxCut Premium Federal, Premium Federal + State and Premium Federal + State + E-file and TaxCut Home & Business -- as well as TaxCut Online tax preparation programs -- TaxCut Basic + E-file, TaxCut Premium + E-file and TaxCut Premium + State+ E-file. In addition, H&R Block Digital Tax Solutions include H&R Block Signature and H&R Block Online Office. All TaxCut and H&R Block digital products and programs can be found at [taxcut.com](http://taxcut.com) and [hrblock.com](http://hrblock.com).

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