

H&R Block Names New Chief Marketing Officer

August 26, 2003 10:04 AM ET

KANSAS CITY, Mo., Aug 26, 2003 (BUSINESS WIRE) -- H&R Block today announced that Brad C. Iversen has been named senior vice president and chief marketing officer effective Sept. 2, 2003.

Mr. Iversen will focus primarily on the company's H&R Block-branded tax, financial services and mortgage businesses. He brings nearly 20 years of experience as a marketing officer in the financial services industry, recently serving as executive vice president and director of marketing for Bank One Corporation, the nation's fifth-largest bank holding company. At Bank One, Mr. Iversen improved the company's client loyalty rate, producing double-digit growth in all sales channels. In addition, he held executive-level marketing positions with First Union (Wachovia), NationsBank (Bank of America), MarketPlace Bank, and Mastercard International. Most recently, Mr. Iversen founded Catamount Marketing, a Minneapolis-based firm that provides strategic consulting and marketing program development and implementation. He holds an MBA from Columbia University in New York and received a bachelor degree from the University of Massachusetts, Amherst.

"Brad's experience in the financial services industry will be helpful in differentiating H&R Block as a financial partner to our nearly 20 million U.S. tax clients," said Mark A. Ernst, the company's chairman and chief executive officer. "In addition, his retail experience with branch networks is a good fit for H&R Block as we continue to expand our distribution system."

Mr. Iversen succeeds H&R Block's former Chief Marketing Officer David Byers, who became senior vice president-national tax operations in April, responsible for directing key functions of the company's retail tax business.

About H&R Block

H&R Block Inc. (NYSE:HRB)(www.hrblock.com) is a diversified company with subsidiaries that deliver tax, financial, mortgage and business products and services. As the world's largest tax services company, H&R Block served nearly 21 million clients in the U.S. and 11 countries in 2003. H&R Block is the only major company that offers a full range of software, online and in-office tax solutions, combined with personalized financial advice about retirement savings, home ownership, and other opportunities to help clients build a better financial future. H&R Block Financial Advisors Inc. offers investment services and securities products. With more than 1,000 financial advisors serving clients at more than 150 offices, it is a member NYSE, SIPC, a registered broker-dealer and investment advisor. H&R Block Inc. is not a registered broker-dealer. H&R Block Mortgage Corp offers a full range of retail mortgage products. Option One Mortgage Corp. provides mortgage services and offers wholesale mortgage products through large financial institutions and a network of 24,000 independent mortgage brokers. RSM McGladrey Business Services Inc. and its subsidiaries serve mid-sized businesses and their owners with tax, accounting and business consulting services, as well as personal wealth management services.

SOURCE: H&R Block

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