

## **H&R Block Ads Take Top Two Spots as Most Recalled in January**

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TaxCut.Com Ranks Highest as Company Places Three Ads in the Top Ten According to Independent Research

KANSAS CITY, Mo.--(BUSINESS WIRE)--Feb. 21, 2007--If you're one of America's millions of do-it-yourself tax filers, and you're stuck on your taxes or worried about an audit, talking to a software box alone won't help. You need great technology -- and great people.

That's the message being carried in the most recalled new TV ad in January - a new spot from H&R Block (NYSE: HRB) highlighting its TaxCut Software and the "You Got People" theme. As tax season reaches its peak, the new report from IAG Research shows that H&R Block rated three spots in the Top Ten Most Recalled Ads for the month. Two of these spots (ranking number one and number 6) are part of the company's campaign for TaxCut Software that emphasizes H&R Block's unique combination of technology and human expertise. The second most recalled ad of the month highlights H&R Block's retail tax business and its "Toss Out Your Bills" promotion.

"Clearly, our message is getting across; not all software and online tax products are created equally," said Paula Drum, vice president of marketing for digital solutions at H&R Block. "Ultimately, taxpayers want and need the advice, network of professionals and complete confidence that comes not only from the software 'in the box,' but from the company that is standing behind it. H&R Block is in a unique position to be able to offer this benefit to taxpayers. With H&R Block, 'You Got People.'"

IAG Research collects metrics about every ad, product placement and program sponsorship occurring across all broadcast and major cable networks during primetime. It conducts over 80,000 surveys daily about the television programs panelists watched the night before, giving a unique view into the performance of national campaigns.

H&R Block's digital products this year have been redesigned for simplicity and performance. At the same time, all TaxCut products are backed by the experienced tax professionals at H&R Block - and this is the focus of the successful new ad campaign. With the "Ask a Tax Advisor" program, TaxCut users who get "stuck" or have a special tax situation can tap into H&R Block's experienced professional network through e-mail or by phone and get even the toughest questions resolved without ever needing to leave home.

Additionally, all paid TaxCut clients who successfully e-file can rest easy knowing one of H&R Block's tax professionals is ready to help at no additional charge, in the event of an audit. From outlining what to expect and providing guidance on how to prepare for the audit, to having a Block enrolled agent(1) represent the TaxCut client before the IRS, H&R Block can help manage the process 365 days a year, not just at tax time. No one else in the industry offers audit protection like H&R Block.

(1) While Enrolled agents are not tax attorneys and cannot provide legal advice, they are knowledgeable tax professionals who are eligible to represent the taxpayer before the IRS. For complete details on Worry-free Audit Support go to [www.hrblock.com](http://www.hrblock.com).

### 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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