

## **H&R Block Makes Public Plea to \$1 Million Prize Winner**

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KANSAS CITY, Mo., June 28 /PRNewswire/ -- H&R Block (NYSE: HRB), the world's largest tax services firm, has selected a winner of its Million Dollar Giveaway sweepstakes, a contest that was offered across the entire H&R Block network of services. The only hold up is that the winner hasn't officially accepted the prize and the deadline for acceptance is July 6.

The winner, a Philadelphia-area resident, was contacted but expressed skepticism that he actually won. He has not returned his acceptance paperwork and time is running out.

Selected at random from more than million entrants. The winner was a tax client at an H&R Block office in Turnersville, New Jersey.

"We are asking this winner to come forward and claim his good fortune," stated David Byers, senior vice president and chief marketing officer for H&R Block. "Block wants more than anything to bring an exciting end to this promotion with the congratulatory call that says 'You won the grand prize of \$1 million.'"

Claiming good fortune

H&R Block is experiencing what appears to be skepticism among prize-winning consumers and wonders why people who have won bonafide prizes don't rush to claim their good fortune? This issue was brought to the forefront recently when a New Jersey man held onto a \$46 million winning lottery ticket for almost a year before redeeming it by US Mail -- just in time for the deadline.

"H&R Block is one of the more trusted brands in America. It's discouraging that in today's society we're cynical about promotions and that when the real thing comes along, people find it hard to accept," Byers stated. "We just want a happy ending to this story."

About H&R Block

H&R Block Inc. is a diversified company with subsidiaries providing a wide range of financial products and services. In 2000, H&R Block served 19.2 million taxpayers -- more than any tax or accounting firm -- through its more than 10,000 offices located in the United States, Canada, Australia and the United Kingdom. H&R Block served another 1.8 million tax clients through its award-winning software program, Kiplinger TaxCut(R), and through its new online tax preparation services. Investment services and securities products are offered through H&R Block Financial Advisors Inc., member NYSE, SIPC. H&R Block Inc. is not a registered broker-dealer. H&R Block Mortgage Corporation and Option One Mortgage Corporation offer a full range of home mortgage products. RSM McGladrey Inc. is a national accounting, tax and consulting firm with 100 offices nationwide, as well as an affiliation with 550 offices in 75 countries as the U.S. member of RSM International. Quarterly results and other information are available on the company's Web site at <http://www.hrblock.com>.

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