

H&R Block's Redesigned Do-It-Yourself Product Offers Consumers New Features for Best Value

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New DIY Campaign Offers Consumers Nine Key Incentives

KANSAS CITY, MO -- (Marketwired) -- 01/09/15 -- H&R Block (NYSE: HRB), the world's largest consumer tax services provider is offering consumers several new features this tax filing season. Beginning today, DIYers using H&R Block's Free Edition will receive a free federal return and a state return at a special low price through February 15.

As additional incentive, taxpayers who file with H&R Block online also will receive [up to 10 percent extra on top of their federal refund](#) to use on e-gift cards from more than 40 retailers and will have access to the new [Refund Reveal\(SM\) tool](#).

"This is the best DIY product we've ever offered," said Jason Houseworth, president of global digital products for H&R Block. "With our maximum refund guarantee plus the addition of our refund bonus of up to 10 percent and our new \$9.99 state filing offer, it's the best value as well."

Nine ways DIYers get the most at the best value with H&R Block

1. ***Up to 10 Percent Refund Bonus***

H&R Block online and software clients may choose to put some or all of their federal refund towards the purchase of e-gift cards from retailers including Target, Best Buy, iTunes and 40 others. The e-gift cards can be used online or in stores. H&R Block will add 5 percent for Free and Basic Edition users and a 10 percent bonus for Deluxe and Premium users, just for choosing Block.

2. ***Refund Reveal***

The Refund Reveal tool helps filers understand how their refund is calculated and why the amount increases or decreases as they prepare their return. Only Block explains in real-time all the details behind a DIYer's return in one simple snapshot so they can get the most money back.

3. ***Mobile-optimized Experience***

DIYers can complete their taxes anytime from anywhere. The online product will adjust to the screen width of any device and browser.

4. ***Work On-The-Go***

Filers can start their tax return on their smartphone and seamlessly switch back-and-forth to their tablet or laptop.

5. ***Free Advice & Guarantees***

DIYers will continue to receive free, unlimited, expert tax advice through real-time chat and phone; guaranteed maximum refund and 100 percent accuracy; and the industry's only FREE audit support with in-person representation.

6. ***MyBlock***

All H&R Block clients can sign into their [MyBlock](#) online account and get prepared for tax season with their personalized organizer, take pictures and safely upload and store their tax documents and retrieve up to six years of previous tax returns.

7. ***Personalized Interview***

Using a taxpayer's unique tax documents, MyBlock will create a personalized interview experience so DIYers can file more quickly and easily.

8. ***Finish Faster with Easier Navigation***

The new user interface shows DIYers exactly where they are within the tax prep process and helps them jump to

each section quickly.

9. ***\$9.99 State Promotion***

H&R Block's Free Edition users can file their federal return free and their state return for only \$9.99 through February 15, 2015. The [Free Edition includes](#) necessary Affordable Care Act related forms as well as all 1040 forms for taxpayers who own a home, donate to charity or have a Health Savings Account.

Taxpayers may visit www.hrblock.com to choose the H&R Block DIY online product best for their tax needs, including the Free Edition with the \$9.99 state offer.

About H&R Block

H&R Block, Inc. (NYSE: HRB) is the world's largest consumer tax services provider. More than 650 million tax returns have been prepared worldwide by and through H&R Block since 1955. In fiscal 2014, H&R Block had annual revenues over \$3.0 billion with 24.2 million tax returns prepared worldwide. Tax return preparation services are provided in approximately 12,000 company-owned and franchise retail tax offices worldwide by professional tax preparers, and through H&R Block Tax Software products. H&R Block Bank provides affordable financial services products. For more information, visit the H&R Block Newsroom at <http://newsroom.hrblock.com/>.

Image Available: http://www.marketwire.com/library/MwGo/2015/1/9/11G029962/Images/Profile_of_a_DIYer_Page_1-256523675730.jpg

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