

H&R Block Selects Agency for Retail, Digital Tax Businesses

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KANSAS CITY, Mo.--(BUSINESS WIRE)--April 28, 2006--After a three-month review process, H&R Block Inc. (NYSE: HRB) today announced that IPG's Campbell Mithun has been selected as the company's advertising agency of record. Campbell Mithun has handled the account for H&R Block's U.S. tax business since 2000.

Campbell Mithun will continue its support of strategic planning and creative development, account service and management, interactive marketing, broadcast and print production, and sales promotion for the retail tax business, and TaxCut(R) -- H&R Block's brand of digital tax preparation services.

"Campbell Mithun demonstrated their deep understanding of our business and the changing dynamics," said Brad Iversen, H&R Block chief marketing officer. "Campbell Mithun crafted an integrated strategy and creative approach that we found both sound and compelling."

H&R Block's current contracts with Cruz-Kravetz in Los Angeles for Hispanic advertising and Due North, Toronto, and its Canadian business are not affected by today's announcement.

About H&R Block

H&R Block Inc. (NYSE: HRB) is a leading provider of tax, financial, mortgage, accounting and business consulting services and products. H&R Block is the world's largest tax services provider, having prepared more than 400 million tax returns since 1955. The company and its subsidiaries generated revenues of \$4.4 billion and net income of \$636 million in fiscal year 2005 from operations in four principal business segments: tax preparation and advice via in-office, online and software solutions; investment and financial advisory services; retail and wholesale mortgage services; and tax/accounting /business consulting services for mid-sized businesses. Headquartered in Kansas City, Mo., H&R Block markets its services and products under three leading brands -- H&R Block, Option One and RSM McGladrey. For more information, visit our Online Press Center at www.hrblock.com.

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