

Repeat! Innovative H&R Block TaxCut(R) Packaging Wins Again

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H&R Block TaxCut Software Earns Two Gold Awards at the Design of the Times Competition

KANSAS CITY, Mo.--(BUSINESS WIRE)--Oct. 3, 2007--Call it a design dynasty. H&R Block today announced that TaxCut(R), its innovative tax-preparation software, won its second consecutive Gold Design of the Times Award at the In-Store Marketing Expo in Chicago on Sept. 26. The repeat first place win in the Packaging: Primary, Standard or Every Day category was not the only honor of the evening, however. Tax Cut also topped the competition with a Gold Award in the Integrated Retail Marketing category and added a Silver Award for Point-of-Purchase design.

"Last year we redefined the tax preparation software marketplace by transforming our product line and our pricing structure to focus on simplicity and performance," said Julie Markey, vice president of retail marketing for H&R Block's TaxCut software. "Bringing those innovations to life required new thinking in design and imaginative execution at the point of purchase. In partnership with the packaging design team at HL2 Seattle, we were able to clearly convey how we stand apart from the competition. Design innovation goes hand in hand with product innovation, and clearly this team delivered in a way that was compelling for our retail partners and for our TaxCut clients."

The Design of the Times Awards Competition is presented by P-O-P Times, the official publication of the In-Store Marketing Institute, and recognizes the in-store marketing industry's best displays and retail promotions. Entries in the packaging category are evaluated by more than 100 marketing and retailing experts on a variety of criteria, including creativity in design and engineering, and design elements that attract shopper attention and bolster the brand's "shelf presence" via shape, color, copy points and/or descriptive language. Category competition included multiple consumer software packages and other consumer packaged goods.

Ross West, vice president of Creative Services at HL2 added, "Last tax season, H&R Block took the initiative to tell consumers that when it comes to performance, simplicity and power, you can in fact 'have it all.' Bringing that message to life was a great challenge for our design team, but working with the team at H&R Block, we rose to that challenge together. We were able to deliver the message to consumers that there was something new, different and better out there for tax preparation, and it was TaxCut. These awards from a team of our peers show that the business and packaging strategy worked beautifully together."

The winning designs and displays helped convey a significant redesign in the H&R Block TaxCut software line-up last year. The company simplified choices for consumers by delivering every premium feature -- simple and complex returns, investments, audit support, technical support and more - to every customer. No longer did customers need to make a purchase decision based on the tax complexity of their personal tax situation. H&R Block TaxCut 2006 came fully loaded with all the features that in previous years had been separated into different packages and prices. Simplified choices and pricing strategies helped eliminate the need for a taxpayer to think like a tax professional when selecting the tools, support and features required to get the job done.

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, Premium + State and Premium + 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 and hrblock.com.

About H&R Block

H&R Block, Inc. (NYSE:HRB) is a diversified company with subsidiaries that deliver tax services and financial advice, investment and mortgage services, and business accounting and consulting services. The company's mission is to help clients achieve their tax and financial objectives by serving as their tax and financial partner. Additional information is available on the company's Web site at www.hrblock.com.

About HL2

HL2 Seattle is the largest independent integrated creative services agency in the Northwest, and recently added a second office in Orange County, California. HL2 provides strategic, creative solutions for clients such as H&R Block, Microsoft, Vail Resorts, Seattle's Best Coffee and Baja Fresh.

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