

## Willie Nelson's Close Shave

January 13, 2003 7:26 PM ET

H&R Block Super Bowl Ad Takes Humorous Look at Country Music Legend's Past Tax

Troubles

KANSAS CITY, Mo., Jan. 13 /PRNewswire-FirstCall/ -- H&R Block will return to the Super Bowl with the debut of an ad starring Willie Nelson and his well-publicized tax troubles. It is estimated that Americans overpay their income taxes by at least \$945 million dollars each year, an average of more than \$400 per filer.\* The commercial urges consumers to avoid bad tax advice by taking H&R Block's Double Check Challenge, a service it offers to review past tax returns for mistakes or overlooked deductions.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20030113/CGM077> )

Nelson's tax troubles and status as an American icon made him a natural choice for a humorous, but informative, Super Bowl ad for H&R Block. The commercial opens on Nelson being offered a shaving cream endorsement deal, which his agent refuses, citing the singer/actor's legendary status. The camera cuts to Willie's next meeting, where his accountant informs him he owes \$30 million in back taxes. The rest of the story will unfold in front of nearly 75 million viewers on Super Bowl Sunday.

"Even though Willie Nelson is an icon, he isn't immune to bad tax advice, like many other Americans," said David Byers, senior vice president and chief marketing officer for H&R Block. "Willie knows firsthand the importance of getting good tax advice, which made him as excited about doing the commercial as we were to have him as a spokesperson. By taking a humorous look at a potentially serious problem, we hope to stand out among the Super Bowl ads with a message that is very timely for taxpayers who will be filing their taxes within the next few months."

The ad, developed by Campbell Mithun, will air during the first quarter of the Super Bowl. H&R Block will support its Super Bowl presence with 30 minutes of sponsored pre-game programming, running from 3:30-4 p.m. Eastern time, with an interactive spot allowing fans to vote on the H&R "Block of the Year."

\*General Accounting Office study released in April of 2002.

About H&R Block

H&R Block Inc. (NYSE: HRB) ([www.hrblock.com](http://www.hrblock.com) , <http://hrblock.com> ) is a diversified company with subsidiaries that deliver tax services and financial advice, investment and mortgage products and services, and business accounting and consulting services. As the world's largest tax services company, H&R Block served nearly 23 million clients during fiscal year 2002. Clients were served at the approximately 10,400 H&R Block retail offices worldwide and through the company's award-winning software, TaxCut(R), and its online tax services. H&R Block is the only major tax and financial services company that focuses primarily on helping middle-income taxpayers achieve their financial goals. 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 Corp. offers retail mortgage products. Option One Mortgage Corp. offers wholesale mortgage products and a wide range of mortgage services. RSM McGladrey Inc. serves mid-sized businesses with accounting, tax and consulting services. SOURCE H&R Block Inc.

-0- 01/13/2003

/CONTACT: Nicki Gibbs of Weber Shandwick, +1-952-346-6197, or [ngibbs@webershandwick.com](mailto:ngibbs@webershandwick.com) ; or Janine Smiley of H&R Block Inc., +1-816-932-4817, or [jsmiley@hrblock.com](mailto:jsmiley@hrblock.com) /

/Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20030113/CGM077>

AP Archive: <http://photoarchive.ap.org>  
PRN Photo Desk, +1-888-776-6555 or +1-212-782-2840/

