

'Brilliant.' The Journey Continues with Tango(TM), H&R Block's Latest 'Killer' Tax Preparation Solution

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With A New Level of Tax Preparation, Tango Boasts A New Style, Storyline, And Attitude

KANSAS CITY, Mo.--(BUSINESS WIRE)--Feb. 7, 2008--Now that's tax mojo. The company that introduced a healthy dose of hip attitude and excitement to, yes, taxes last year with a soft launch of its innovative Tango tax preparation solution is now ready to help taxpayers take on the 2008 tax season in an even bigger, bolder fashion with a full-scale product launch.

H&R Block (NYSE: HRB) today announced the newest version of Tango that not only provides taxpayers with an easy-to-use, engaging, and effective tax preparation tool, but takes the attitude inherent with Tango to the next level, giving taxpayers a modern and entertaining way to do their taxes. In addition, what sets Tango apart from all other digital tax solutions is the access to live tax professional help 24/7 - anytime and/or as often as you need it - at no additional cost. With Tango, you have a partner all the way through the process.

This enhanced version of Tango picks up where the last left off -- utilizing emotional design, a ground-breaking Hollywood-style storytelling model, and Web 2.0 flash technology including collapsing pages with accordions and expandos. There's also no back button because with Tango you'll always know where you are and where you're going. Consumers can now look forward to an entertaining Tango journey to claim victory over their taxes.

Tango also boasts a sleek, stylish design that incorporates positive, modern verbiage and phrases to encourage the user as they continue their "quest" to secure the biggest refund possible from the IRS. With Tango, connecting with the user keeps them engaged with the tax preparation process, reducing the chance of making mistakes due to fatigue or boredom.

"Doing your taxes is one of the most dreaded tasks, filled with many emotions - mainly fear, uncertainty and dread," stated Tom Allanson, group president of H&R Block Digital Tax Services. "With traditional software and online programs, users click through monotonous pages and input data for one of the most important documents of their life. When they get bored, they make errors and put themselves at risk for getting audited."

For Tango, Tom and his team of developers threw out everything they knew about software design and decided to take a new approach to engage and connect with customers on an emotional level. The result: all-inclusive pricing - \$70 for federal, one state and e-file for both, plus unlimited 24/7 access to real live tax professionals via chat, phone or email when you need it; the ability to store your data on secure H&R Block servers or on your own desktop; patent-pending technology creating an intuitive and unparalleled user experience that makes filing taxes fast and easy; platform agnostic - windows(1), apples(1), penguins(1) - Tango loves them all; and Worry-free Audit Support, providing audit protection with a live IRS-licensed tax professional to represent you, at no additional cost to users who e-file.

"We believe there's an unmet need with the current DIY offerings," stated Allanson. "Software and online offerings, even like our own TaxCut, do a fine job of serving what we call 'Hard Core Soloists,' people who feel confident about their ability to prepare their own taxes.

"But Tango addresses an unmet need in the marketplace. We call these customers 'Validators and Switchers.' They're folks that want to do it themselves, but would like some help along the way - simply, for us to 'Do it with them.' These customers may have experienced a life change resulting in a change in their tax situation or they may be new to the DIY market, so they're just not comfortable or confident in their ability to get the job done. Tango marries the best of the 'Do it yourself' and a professional preparation into a wholly new tax experience," said Allanson.

With Tango, users have described their experience as "sweet," "great," "brilliant," and even "just killer." But don't take our word for it; see what actual Tango customers are saying:

"Tango Rocks!! I sat down over a coffee and a few numbers ... when the coffee was gone, the filing was done." Ellen

"I have never prepared my own taxes. I've always let my ex do them, but this year I decided to take charge. I was kind of nervous but Tango made it so easy. I'm kind of looking forward to next season ... thanks." Angel

"It's very simple to do. All you need to do is follow the instructions! If you get hung up, there are 'people' there to chat you thru it."
Cynthia

"The system was easy to follow and I really enjoyed that the tone was conversational and friendly." Nicole

"Your site is user-friendly, especially if you are new to computers. This is by far the fastest and easiest site for filing taxes. Really like the single payment of \$70 for everything you need from E-filing to Live Chat support." Marilyn

"It was so easy to use and saved us over \$200 in tax prep fees and we got the tax refund we're entitled to!" Daniel

We couldn't have said it better.

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

About H&R Block

H&R Block Inc. (NYSE: HRB) is the world's largest tax services provider, having prepared more than 400 million tax returns since 1955. The company and its subsidiaries reported revenues of \$4.0 billion and net income from continuing operations of \$374.3 million in fiscal year 2007. The company has continuing operations in three principal business segments: Tax Services (income tax return preparation and related services and products via in-office, online and software solutions); Business Services (accounting, tax and business consulting services primarily for midsized companies); and Consumer Financial Services (brokerage services, investment planning and related financial advice along with full-service consumer banking). Headquartered in Kansas City, Mo., H&R Block markets its continuing services and products under two leading brands - H&R Block and RSM McGladrey. For more information visit our Online Press Center at www.hrblock.com.

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