



H&R BLOCK

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H&R Block Offers \$1 Million in Prize Money so You Can “Get Your Taxes Won!”

H&R Block plans to give consumers the chance to win \$1 million in Tax Return Awards as part of new “Get Your Taxes Won” 2024 Campaign

KANSAS CITY, Mo., February 1, 2024 – H&R Block, inc. announced today that for the first time ever they will be offering up \$1 million in Tax Return Awards to customers that file their taxes before Tax Day, April 15, 2024. The company is also working with Actor John Hamm, the spokesperson for the campaign, who will be delivering the prize money to the winners. The “Get Your Taxes Won” campaign offers customers a chance to win money for getting their taxes done on time.

H&R Block wants to show customers that “Help is Here” to get your taxes done on time with the new “Get Your Taxes Won” campaign. All United States citizens that file their federal income tax return with H&R block prior to April 15, 2024 are eligible for the prize money. The prize money will be split among ten random customers who meet the criteria. Each winner will receive \$100,000 delivered to them personally by Actor John Hamm.

“We want customers to see that getting your taxes done is a quick and painless process,” said Kathy Collins, Chief Marketing and Strategy officer, H&R Block. “Often people who don’t get their taxes done on time are just overwhelmed by the tax paying process. We want to show customers how easy it can be to file your taxes with H&R Block, while also offering an incentive to do so. It’s a winning scenario for customers, they get their taxes out of the way while also getting the chance to win some money.”

Any United States citizen that files their federal income tax return with H&R block prior to April 15, 2024 name will be entered into a database for the contest. A week after Tax

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day the names will be put through an electronic drawing system where ten names will be chosen at random. The ten winners will split the \$1 million prize pool and each receive \$100,000 in Tax Return Awards. The winnings will be hand delivered to the winners of the contest in the first ten days of May 2024 by Actor John Hamm.

“We know that getting your taxes done on time is a struggle for all Americans,” said Collins. “That is why we wanted to make it an equal opportunity for everybody. No matter who you are, as long as you get your taxes done on time with H&R Block you have a chance to win!”

Actor John Hamm will surprise each contestant winner by showing up to their house in the “H&R Block Party Bus.” The “H&R Block Party Bus” is a tricked out bus with TV’s, gaming systems, and free food. On top of the \$100,000 in Tax Return Awards, contestants will be able to spend the day with John Hamm on the party bus spending the free time they now have since they did their taxes on time.

“I can’t wait to see the winners’ excited faces when I surprise them at their front door with their money on the H&R Block Party Bus!” Hamm said. “Getting your taxes done on time can be challenging, but with H&R Block it’s simple. It will be a great experience to celebrate the ease of filing your tax returns with the winners of the campaign.”

H&R Block also will be filming contestant winners’ experience on the “H&R Block Party Bus.” The video from the “Get Your Taxes Won” campaign will be used for an Advertising campaign for H&R Block. The video will show customers’ experience of, “what they can do, now that their taxes are done.” It will show customers having fun in their free time now that their taxes are out of the way.

For more information on “Get Your Taxes Won” Campaign, visit www.hrblock.com

About H&R Block:

H&R Block, Inc. (NYSE:HRB) is a global consumer tax services provider. Tax return preparation services are provided by professional tax preparers in approximately 12,000 company-owned and franchise retail tax offices worldwide, and through H&R Blocktax software products for the DIY consumer. H&R Block also offers adjacent Tax Plus products and services. In fiscal 2017, H&R Block had annual revenues of over \$3 billion with 23 million tax returns prepared worldwide. For more information, visit the H&R Block Newsroom.

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