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H&R BLOCK CANADA INTRODUCES DEBIT CARD OPTION NATIONALLY

Success of last season's pilot drives expanded debit card program

Calgary, AB – H&R Block Canada has launched its own Debit Card as an option for its Instant Cash Back clients this tax season across the country. Safe and secure, the H&R Block Debit Card offers clients the convenience of having their tax refund on a card that is accepted at any Interac ATMs and merchants displaying the Interac symbol.

H&R Block partnered with Calgary-based Direct Cash to offer a Debit Card service last tax season in select markets. This year, the H&R Block Debit Card option will be offered at H&R Block locations across Canada.

“At H&R Block, we are committed to getting our clients the Maximum Refund they are entitled to no matter how our clients choose to receive their refund,” says Bob Lougen, Senior Vice President, H&R Block Canada. “By launching the H&R Block Debit Card nationally, we are offering our clients just one more option on how they receive their Maximum Refund.”

More secure than cash, clients who qualify for the Instant Cash Back service can opt to have the amount of their tax refund loaded immediately on the H&R Block Debit Card. The card is distributed with a secure PIN number and clients do not need to have a bank account or undergo a credit check to qualify for the card.

“We see the H&R Block Debit Card as a great opportunity to provide additional value for our clients,” says Lougen. “H&R Block is focused on delivering the best tax preparation experience to each client and that includes offering new services such as the H&R Block Debit Card option.”

H&R Block's Instant Cash Back service is available to qualifying clients. Instant Cash Back allows H&R Block clients to walk-in with their tax information and walk out with money. H&R Block will continue to offer an instant money order option to Instant Cash Back clients through an agreement with Western Union.

About H&R Block Canada

H&R Block Canada prepares nearly two million tax returns annually, making it Canada's leading tax preparation firm. Headquartered in Calgary, Alberta, the company serves Canadian taxpayers in more than 1,000 offices across the country. H&R Block Canada Inc. is a subsidiary of H&R Block Inc., a diversified company whose subsidiaries provide a wide range of tax and other financial services and products. Additional information about H&R Block Canada is available at 1-800-HRBLOCK or visit www.hrblock.ca

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