



DOLLARS & SENSE™ BY H&R BLOCK



WHAT IS H&R BLOCK DOLLARS & SENSE™?

It is our commitment to increase the financial fitness of high school students.

- WE WILL DONATE MORE THAN \$1 MILLION IN PERSONAL FINANCE CURRICULUM TO HIGH SCHOOLS NATIONWIDE
- WE WILL REWARD STUDENTS WITH MORE THAN \$50,000 IN COLLEGE SCHOLARSHIPS

The curriculum we're providing is interactive, computer-based learning that will teach students the essentials of personal finance, like how to balance a checkbook, avoid credit card debt, open a savings account and even manage their taxes.

Throughout the program we also will work to help parents talk to their teens about money and sound financial habits.

H&R BLOCK DOLLARS & SENSE WILL LAUNCH NATIONALLY IN OCTOBER.

HOW DO HIGH SCHOOL STUDENTS PARTICIPATE AND WIN SCHOLARSHIPS?

Students utilize the simulation-based software in their classrooms along with instruction on personal finance from their teachers.

Teams of one to three students can register to compete in the H&R Block Dollars & Sense National Challenge. The top 16 scoring teams will advance to the finals to be held at the DECA International Career Development Conference in April 2010.

The top three teams will receive college scholarships for each member:

- \$10,000 FOR 1ST PLACE TEAM MEMBERS
- \$5,000 FOR 2ND PLACE TEAM MEMBERS
- \$2,000 FOR 3RD PLACE TEAM MEMBERS

\$50,000

More than \$50,000 in much-needed scholarships will be awarded.

50%
of high school seniors received an "F" when tested on general financial knowledge.

WHY ARE WE LAUNCHING THIS PROGRAM?

H&R Block wants to help ensure the financial fitness of America's youth. These are our clients' children, our future clients and our future colleagues.

With more than 13,000 locations, we provide services for people from every socioeconomic background and know that regardless of income level, there is stress associated with money management.



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HOW CAN H&R BLOCK ASSOCIATES AND FRANCHISEES SUPPORT THIS CAUSE?

1. Offer to serve as a guest speaker for tax-related lessons at participating high schools.
2. Volunteer with DECA to be a judge at competitions.
3. Talk to your own kids about financial fitness.
4. Tell your family, friends and neighbors about H&R Block Dollars & Sense and what we're doing to build a more solid financial foundation for the future.

Contact dollarsandsense@hrblock.com to express interest in volunteering.

WHO ARE OUR PARTNERS?

To launch this program, H&R Block has partnered with DECA and Knowledge Matters, two leaders in the education field.

Through these partnerships we are able to work with hundreds of school and DECA advisors to ensure thousands of students are touched by the program.

DECA is an international student organization with more than 185,000 student members. DECA provides leadership activities and educational opportunities to support the development of marketing and management skills.

Visit www.deca.org for more information.

Knowledge Matters is a leading developer and publisher of educational software for high school classrooms, including the Virtual Business®-Personal Finance software being used in this program.

For more information, please visit www.knowledgematters.com.



H&R BLOCK HAS A RICH TRADITION OF HELPING OTHERS, AND WE ARE COMMITTED TO FILLING AN IMPORTANT NEED IN OUR SOCIETY.

Our goal is that H&R Block Dollars & Sense can help increase the financial fitness of America's youth. Teaching teens basic financial lessons to help them prepare for the real world is important for a stronger economic future.



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