



March 24, 2016

Mr. William C. Cobb
President and CEO
H&R Block, Inc.
One H&R Block Way
Kansas City, MO 64105

Dear Mr. Cobb:

On behalf of the Delaware Society of Certified Public Accountants, I am writing to express our deep dismay in your recently launched video and radio spots that grossly misrepresent the CPA profession. These ads mislead the public whom we serve with competence, integrity and objectivity. You have raised doubts about our expertise, ability to represent clients before the IRS and service to clients, which is not only offensive but completely erroneous.

CPAs have long been recognized for their commitment to serving the public good and helping Americans prepare their taxes. H&R Block employs CPAs to help your valued customers with one of the most challenging accountabilities we have as citizens. You and your organization know firsthand the value they bring as trusted advisers and premier providers of tax services. I'm sure I don't need to remind you that CPAs must adhere to a competency standard backed by state boards of accountancy, which is not a requirement of other tax preparers.

We are extremely disappointed that your organization approved this ad campaign, which reflects poorly on your brand and undermines the strong reputation of the CPA profession. For the good of the public interest whom we serve together and because of the inaccuracies contained in these promotional spots, the Delaware Society of CPAs is asking H&R Block to remove this video and radio ad from your tax season media buy.

Sincerely,

Jonathan D. Moll, CPA
Chair 2015-2016