March XX, 2016

**Mr. William C. Cobb**

President and CEO

H&R Block, Inc.

One H&R Block Way

Kansas City, MO 64105

Dear Mr. Cobb:

As a CPA who has been serving individual tax clients for more than [X] years, I am writing to express my deep dismay and concern over your recently launched video and radio spots that grossly misrepresent CPA tax practitioners: <https://www.youtube.com/watch?v=AJcBK1DCrbo>. They are misleading and question our competency, practice standards and ability to represent clients before the IRS. The claims are not only unacceptable, they are inaccurate.

Many of your valued customers have benefited from the expert, objective guidance of CPAs who are employees of H&R Block. Taxpayers are putting their trust in them and your brand to file their taxes responsibly and accurately. To disparage the reputation of CPAs undermines their professional service and the credibility of H&R Block.

I am very disappointed to see your organization show such disregard for a time-honored, respected profession that has been committed to serving the public good for more than a century. These promotional spots tarnish who we are and what we stand for. On behalf of the CPA profession, my clients and the public interest, I am asking you to remove these spots from your tax season media buy.

Sincerely,

[Name]

[Title]