

The Block Advisors Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

Sweepstakes may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Sweepstakes is governed exclusively by the laws of the United States. You are not authorized to participate in the Sweepstakes if you are not located within the 50 United States or the District of Columbia.

1. How to Enter. To enter the Sweepstakes:

- a) Log onto your Twitter account and follow the links and instructions to become a follower of @MenWhoBlog.
- b) Tweet the promotional tweet, "Join @MenWhoBlog #BlockAdvisors #TwitterParty! The Importance of a Year-Round Tax Advisor 4/12 at 11am ET #sweeps: <http://bit.ly/25PYKRU>"
- c) Participate in the #BlockAdvisors Twitter Party during the Twitter Party Period (defined below) by responding with the hashtag #sweepstakes to a Twitter Party question posted by @MenWhoBlog;
- d) Your tweet response must include the hashtag #sweepstakes and the official Twitter Party hashtag #BlockAdvisors.

You will receive one (1) entry into the Sweepstakes for your tweet with the hashtag #sweepstakes in accordance with these Official Rules.

You must have a Twitter account to enter the Sweepstakes. If you do not have a Twitter account, you can create one by visiting www.twitter.com. Twitter accounts are free. You must also be an active holder of a non-private Twitter account (i.e., you must make sure your tweets are set to "public" and not "private").

All entry information and tweets (as applicable) shall be collectively referred to herein as the "Submissions" or each as a "Submission." Providing a Submission constitutes entrant's consent to grant Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submissions in whole or in part, on a worldwide basis, in perpetuity, and to incorporate it into other works, in any form, media or technology now known or later developed, for any purpose whatsoever, including for promotional or marketing purposes.

Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review Sponsor's privacy policy <http://blockadvisors.com>. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

Limit: One (1) Submission per person. Entrants are not permitted to submit a Submission more than once during the Twitter Party Period . If you post updates to or receive updates from twitter.com via SMS from your wireless phone, your wireless-service provider may charge you for each text message you send and receive. Please consult your wireless-service provider regarding its pricing plans. You must be an active holder of a non-private Twitter account and be a follower of the @MenWhoBlog account to be eligible to enter this Sweepstakes. All terms and conditions of Twitter.com apply. Multiple entrants are not permitted to share the same twitter account. **Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different twitter accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified.** Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any twitter account, the authorized account holder of the email address used to register at twitter.com will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor.

2. Start/End Dates. The Twitter Party entry period begins at **11:00:00 am** Eastern Time (“ET”) on April 12, 2016 and ends at **12:00:00 pm** (noon) ET on April 12, 2016 (collectively, “Twitter Party Period”).

3. Eligibility. Participation open only to legal residents of the fifty (50) United States and the District of Columbia, who are 18 or older as of date of entry. Void outside of the 50 United States and the District of Columbia and where prohibited, taxed or restricted by law. Employees, officers and directors of HRB Tax Group, Inc. (“Sponsor”) and its parent company, subsidiaries, affiliates, partners, advertising and Sweepstakes agencies, manufacturers or distributors of Sweepstakes materials, and James Hillis and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees, officers and directors are not eligible to enter. You are not authorized to participate in the Sweepstakes if you are not located within the United States or the District of Columbia. All federal, state and local laws and regulations apply.

4. Random Drawing/Odds. Six (6) winners will be selected in a random drawing from all eligible entries received on April 12, 2016 during the Twitter Party. Odds of winning depend on the number of eligible entries received for the drawing. Drawing will be conducted by James Hillis. By entering the Sweepstakes, entrants fully and

unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Sweepstakes.

5. Prizes. Six (6) Prizes: each winner will receive a \$50 dollar VISA gift card. Gift card terms and conditions apply. Visa is not a sponsor nor affiliated with this sweepstakes. Total approximate retail value of all prizes combined: \$300. Prizes are non-transferable. No substitutions or cash redemptions. In the case of unavailability of any prize, Sponsor reserves the right to substitute a prize of equal or greater value. All taxes and unspecified expenses are the responsibility of winners. Limit one (1) prize per person or household.

6. Notification. Potential winners will receive a direct message or reply message from Sponsor, @MenWhoBlog through the Twitter account used to enter the Sweepstakes on or about April 12, 2016 during the Twitter Party. In order to receive such direct message, potential winner has to (a) be following @MenWhoBlog and (b) may have to have his/her Tweet Privacy settings “unchecked”). Potential winners will be required to respond to the direct message and/or reply message and complete Sponsor’s contact form within an hour of receipt. If a potential winner does not respond to the message or complete the contact form within the required time frame, prize will be forfeited and awarded to the next runner-up (time-permitting). Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. Potential winners may be required to sign and return, where legal, an Affidavit of Eligibility, Liability/Publicity Release and/or rights transfer document within one (1) calendar day of prize notification. If any potential winner is considered a minor in his/her jurisdiction of residence, Affidavit of Eligibility and/or Liability/Publicity must be signed by his/her parent or legal guardian. If a potential winner cannot be contacted, or fails to complete and respond to the direct message within the required time period, if any prize or prize notification is returned as undeliverable, if any potential winner rejects his/her prize or in the event of noncompliance with these Sweepstakes rules and requirements, such prize will be forfeited and may be awarded to the entrant with the next highest score. Upon prize forfeiture, no compensation will be given.

7. Conditions. BY PARTICIPATING, ENTRANTS AND WINNERS AGREE TO RELEASE AND HOLD HARMLESS SPONSOR, JAMES HILLIS, TWITTER, AND THEIR ADVERTISING AND SWEEPSTAKES AGENCIES AND THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, PARTNERS, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNS, EMPLOYEES, OFFICERS AND DIRECTORS (COLLECTIVELY, “RELEASED ENTITIES”), FROM ANY AND ALL LIABILITY, FOR LOSS, HARM, DAMAGE, INJURY, COST OR EXPENSE WHATSOEVER INCLUDING WITHOUT LIMITATION, PROPERTY DAMAGE, PERSONAL INJURY AND/OR DEATH WHICH MAY OCCUR IN CONNECTION WITH, PREPARATION FOR, TRAVEL TO, OR PARTICIPATION IN SWEEPSTAKES, OR POSSESSION, ACCEPTANCE AND/OR USE OR MISUSE OF PRIZE OR PARTICIPATION IN ANY SWEEPSTAKES-RELATED ACTIVITY AND FOR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, INVASION OF PRIVACY, COPYRIGHT INFRINGEMENT, TRADEMARK INFRINGEMENT

OR ANY OTHER INTELLECTUAL PROPERTY-RELATED CAUSE OF ACTION. Any and all federal, state and local taxes are the sole responsibility of the winners. Participation in Sweepstakes and acceptance of prize constitutes each winner's permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, and/or any statements made by each winner regarding the Sweepstakes or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. Entrants who do not comply with these Official Rules, or attempt to interfere with this Sweepstakes in any way shall be disqualified. Sponsor is not responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

8. Additional Terms. Any attempted form of entry other than as set forth above is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor, its affiliates, partners and Sweepstakes and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Sweepstakes should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, Sponsor may select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes or web site. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. Disputes; Governing Law. The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Sweepstakes. Any controversy or claim arising out of or relating to these Official Rules and/or the Sweepstakes shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New York, City of New York.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Sweepstakes, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of New York in the State of New York. The parties agree not to raise the defense of forum non conveniens.

10. Name of Winner/List of Winners. To obtain a list of winners, send a self-addressed, stamped envelope by April 20, 2016 to: KETCHUM: 1285 Avenue of the Americas Fourth Floor New York, NY 10019

11. Sponsor. HRB Tax Group, Inc: 1 H and R Block Way (at 13th & Main St), Kansas City, MO 64105

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, TWITTER.