



February 25, 2003

Mr. Dean Hunt
VP Finance
H & R Block Canada
200-340 Midpark Way S. E.
Calgary, Alberta
T2X 1P1

Dear Mr. Hunt:

On behalf of Canada's 68,000 Chartered Accountants, I am writing to express our concern about the H & R Block television ads currently airing across the country that disparage the CA profession.

In at least one advertisement promoting H & R Block's tax preparation services, the CA profession is specifically and deliberately discredited. We are demanding that you immediately withdraw these advertisements.

As you will be aware, those who qualify to become Chartered Accountants have graduated from university, completed a rigorous and prescribed program of study that includes taxation, completed a prescribed 30-month training period and passed the national Uniform Final Examination. To insinuate that Chartered Accountants do not provide quality tax preparation services that adhere to the highest standards is both highly inappropriate and completely inaccurate. It is an insult to the tens of thousands of CAs across Canada who have been providing outstanding tax services to their clients for many years.

The Canadian Institute of Chartered Accountants has received many phone calls, emails and letters from CAs who are infuriated by the H & R Block ads. We are encouraging our members to contact you directly to express their concerns.

Finally, I would also note that – after receiving a formal complaint from the American Institute of Certified Public Accountants – H & R Block in the U.S. has withdrawn advertisements that made similarly negative references to CPAs. I would urge you to follow the example of your U.S. counterpart and immediately withdraw these offensive advertisements from the Canadian airwaves.

Yours truly,

David W. Smith, FCA
President & CEO

cc: Advertising Standards Canada