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**COMPUSERVE® INVESTS IN ENTERTAINMENT DRIVE™
Agreement Brings EDRIVE™ Content to Wider Audience**

COLUMBUS, Ohio, Nov. 29, 1995 -- In a step toward expanding online distribution beyond its own information service, CompuServe Incorporated today announced it has joined forces with Entertainment Drive (EDRIVE), the world's largest interactive entertainment magazine. CompuServe has acquired a minority position in the new venture, Entertainment Drive LLC. The Manhattan-based company's mandates are to provide media companies with the widest possible distribution for entertainment promotion and to create original programming.

"This is an exciting venture for CompuServe," said Richard H. Brown, H&R Block president and chief executive officer. "With this venture, we are breaking out of the traditional business model to provide the financial and technical resources to amplify Entertainment Drive's presence online." The funding is slated for aggressive development of new forms of interactive media and additional online sites, including the Internet, as well as other commercial services.

Of CompuServe's more than 3,000 offerings, Entertainment Drive ranks among the most popular with CompuServe members and is one of the fastest growing. "Entertainment is a vital aspect of the online experience," said CompuServe President and Chief Executive Officer Bob Massey. "This agreement underlines our commitment to remain the leader in bringing entertainment online and move more aggressively into the consumer market."

According to Michael Bolanos, president and chief executive officer of the new Entertainment Drive LLC, the infrastructure of CompuServe is what compelled his decision to work with the service initially and what drives his enthusiasm for the new venture. "In terms of technical resources, customer service and organizational support in the online world,

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CompuServe is unbeatable," said Bolanos. "This arrangement enables us to branch out, do what we do best and deliver it to vast numbers of people.

With more than 30 employees in its New York headquarters and throughout the world, Entertainment Drive has expanded significantly in its 18 months of operation. "Studios and producers want exposure to the largest possible online audience," Bolanos explained. "To this point, EDRIVE has been available exclusively on CompuServe. This new alliance will allow us to build on our current success, expand into other markets and create a true media brand name."

Called "One of the 12 Great Online Areas" by Compute magazine, Entertainment Drive is currently accessed by a growing audience of 600,000. CompuServe members visit EDRIVE Forum™ areas for information on movies, soap operas, television, video and children's media. They can retrieve text, photos and full-motion video clips on everything from the latest Hollywood blockbusters to TV's Baywatch to the PEANUTS gang.

Entertainment Drive is responsible for a number of firsts, including the first instance of online multimedia content from Warner Bros., Universal Pictures and The Walt Disney Company; the first live, online coverage of the Academy Awards ceremonies; and the first opportunity for studios to promote their products online at no cost. In July 1995, Entertainment Drive unveiled the world's first CyberStudio™ for online conference guests Tom Hanks and Ron Howard to promote the launch of "Apollo 13." Earlier this year, Entertainment Drive was honored with a citation for "Heroic Achievement in Information Technology" by the Smithsonian Computerworld Awards. To reach Entertainment Drive on CompuServe type GO EDRIVE.

Founded in 1955, H&R Block is a diversified services company and the world's leader in tax preparation and online information services. H&R Block Tax Services handled almost one in every seven returns filed with the Internal Revenue Service in 1995, serving 17.1 million taxpayers in more than 9,500 offices worldwide. CompuServe operates the most comprehensive online network in the world, providing services to nearly 900 corporate accounts and more than 3.8 million members in more than 140 countries.

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