

FOR IMMEDIATE RELEASE
DECEMBER 13, 2016



Happy Tax Turns 2. Announces Results, New Projects, Expanded Team and Exciting Investments.

On December 13, 2016, Happy Tax, the fastest growing tax franchise in the history of the business, is celebrating it's 2nd Birthday with continued growth, new projects, and plenty of smiles.

MIAMI BEACH, FLORIDA – Happy Tax is excited to announce the following updates and progress with its innovative brand that is currently disrupting the stale and suffering income tax preparation industry with fresh ideas and efficiencies.

Expanded Network of Partners

Happy Tax has awarded over 200 franchise and partner agreements across the nation to its franchisees, area representatives, and independent contractors.

New Intellectual Property

Happy Tax has filed two new patents in addition to its current patent pending for its core business processes and technology. These new patents keep our company at the cutting edge of innovation and ensure that there will not be a “blockbuster killer” that comes along to impact our company. Our ideas will continue to benefit our network of franchisees and partners for the decades to come.

- A utility patent application on the technology and procedure for a network of unmanned kiosks, which enable consumers to submit their information for our CPAs to prepare and file their tax preparation on-demand in convenient locations throughout the country. Talks are underway with a number of national retailers and malls to place these kiosks in their stores.

- A utility patent application system and method for block reconciliation of tax return data utilizing the blockchain that eliminates all fraud from the current broken system and enables year round access to a living, breathing tax return with no necessity for preparing a tax returns as it is done automatically from various data sources.

Team Happy

Happy Tax has completed its hiring of a well-rounded and experienced [executive team](#) including its CFO, COO, EVP of Business Development, VP of Marketing, Director of Training, and Tax Division Manager. This core team of professionals and entrepreneurs puts Happy Tax well equipped to sustainably grow in the near future.

Investment Opportunity Filed

Happy Tax has filed a [Form D](#) with the SEC to initiate a capital raise issuance of \$2 million dollars of convertible notes. This investment will be used for increased technology spending and infrastructure, additional marketing, and advertising spending to continue growing our franchisee partner base and a special project to achieve Uber-like scaling in the short term. We've listened to the ideas of thought leaders like Peter Thiel, Marc Andreessen, Gary Vaynerchuk, and Keith Alessi and realize that although we are well funded and growing at a rapid pace, additional capital added to our CEO's substantial investment will strengthen the company for years to come.

Copycats Beware

This year, Happy Tax has vigorously protected its trademarks and patents across the country despite companies as small as one person and as large as tens of thousands of people who have continued to try to copy and infringe on Happy Tax's amazing brand. "Our company has now made its mark as a national player, and we are fully prepared to stop anyone who intends or attempts to utilize what we have built for their purposes. Happy Tax was built to enable our partners to realize their dreams, not for other companies to use our stuff. Infringers like Intuit (NASDAQ: INTU), H&R Block (NYSE: HRB) and others that we are not at liberty to name have been put on notice." said Happy Tax CEO [Mario Costanz](#).

Credit Union CUSO & Community Bank Program

Happy Tax is in the initial stages of offering its network of CPA-prepared returns to multiple credit unions that operate CUSOs and community banks looking to add tax preparation to their revenue mix without adding on the complexity of administering tax preparers or tax preparation. We are in talks with multiple financial institutions about offering this as a value-added service to their members and are excited to continue offering our convenient service to millions of clients nationwide.

Happy Tax Smile Contest and Other Promotions Announced

Come on and Get Happy! This coming tax season, we'll be sponsoring a nationwide Happy Selfie contest where we'll award \$1,000 to the best smile as voted on by Facebook users. We'll also be introducing a program where every 100th tax return we prepare nationwide is free, every 1,000th tax return gets a \$1,000 cash prize, and after we prepare our 100,000th tax return this year, one lucky winner will be awarded free rent or mortgage payments of up to \$1,000 per month for a year!

Continued Disruption

Happy Tax is not only a technology disruption, it is also a business model disruption in an industry that is ripe for consolidation. Happy Tax's model allows consumers and small business owners to access a network of professional CPAs by leveraging the power of superior technology in a more convenient and efficient way. Happy Tax helps its franchisees meet the needs of today's increasingly tough regulatory requirements without the burden of preparing taxes themselves, hiring costly staff, or signing risky leases. And their customers do not have to wait in a tax office for the better part of an entire day to get their taxes done.

MORE INFORMATION

CEO Email: Mario@HappyTax.com

Franchise Information: <https://GetHappyTax.com>

Area Representative Information: <https://GetHappyTax.com/area-rep>

Consumer Information: <http://HappyTax.com>

Small Business Information: <http://HappyAccounting.com>

Tax Industry Strategy Sessions: <https://youtube.com/HappyTax>

ABOUT HAPPY TAX

Shaking up the \$19 billion tax preparation industry, Happy Tax's disruptive model was born out of frustration with unreliable, under-qualified tax preparers with no licensing or certification and as little as five days of tax training. Happy Tax is designed to bridge the gap between the high quality, pampering, and convenient customer service that consumers want and accurate, reliable, and professional tax returns prepared by CPAs with a minimum of five years of training and experience. Happy Tax offers franchises to those wanting to earn additional income and build their own business. Utilizing its patent-pending technology and processes, Happy Tax franchisees are able to operate with low overhead and increased flexibility.

CONTACT

Marcus Slater, VP of Marketing

Marcus@HappyTax.com

(844) 426-1040