

**Boxed Tax Software
Average Selling Price
November – March**

2006	2007	2008	2009	2010
\$40	\$46	\$45	\$53	\$52

Source: The NPD Group/Retail Tracking Service

**Top-Selling Boxed Tax Software
Based on Units
November 2009 – March 2010**

Item	Average Selling Price
TurboTax 2009 Deluxe Federal +State +e-File	\$50
H&R Block At Home 09 Deluxe	\$39
TurboTax 2009 Home & Business Federal +State +e-File	\$85
TurboTax 2009 Premier Federal +State +e-File	\$75
TurboTax 2009 Deluxe Federal +e-File	\$41

Source: The NPD Group/Retail Tracking Service