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For Immediate Release

50 Million Tree Pledge Adds 1 Million Trees In National Forests in the U.S., Canada, United Kingdom

*Tree Planting Partnership Between Enterprise Rent-A-Car, Arbor Day Foundation,
U.S. Forest Service Replaces Trees Destroyed by Disease, Natural Disasters*

April 20, 2009 (St. Louis, Missouri) – For the fourth consecutive year, 1 million trees will be planted to help replace those lost to disease, fire and other natural disasters. The new trees also will help protect watersheds, lessen the risk of infestation by invasive plants and restore wildlife habitat in the forest.

The project is part of the 50 Million Tree Pledge, a private/public/nonprofit partnership of Enterprise Rent-A-Car, the Arbor Day Foundation and the U.S. Forest Service. In 2009, the partnership will plant 1 million trees in national forests in the United States, Canada and the United Kingdom.

Wildfires burned 5.1 million acres of U.S. forestland in 2008. Nationwide, the Forest Service has a backlog of more than 1 million acres identified as in need of replanting.

Enterprise launched the 50 Million Tree Pledge – a commitment to plant 50 million trees over 50 years at a cost of \$50 million – in 2006 as part of its environmental stewardship effort. The initiative also marked the company's 50th anniversary.

Each year until 2056, with funding provided by the Enterprise Rent-A-Car Foundation, the Arbor Day Foundation will work with the U.S. Forest Service to plant 1 million trees in national forests around the country, and in international locations where Enterprise does business, with the greatest and most immediate needs.

“Our nation’s forests are some of America’s most cherished resources,” said Enterprise Chairman and CEO Andy Taylor. “Now, in our fourth year, Enterprise is continuing our long-term commitment to help restore public lands so that they can thrive today and for our children in the future. Our company is committed to a sustainable future, and this is just one way in which we’re contributing to the cause.”

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50 Million Tree Pledge Plants Another 1 Million Trees in 2009 Add One

In addition to helping to clean the air, trees also help to maintain a clean water supply, combat soil erosion and provide wildlife habitats. This year's projects were selected to help several forests affected by fire and disease, and rebuild and preserve habitats for endangered species.

The tree planting projects for 2009 include:

- Bitterroot National Forest, Montana – 60,000 trees, to be planted in late April/early May
- Clearwater National Forest, Idaho – 97,000 trees, planted in May
- Deschutes National Forest, Oregon – 220,000 trees, planted in early May
- Helena National Forest, Montana – 112,478 trees, planted in May
- Nez Perce National Forest, Idaho – 100,000 trees, planted in May
- Hiawatha National Forest, Michigan – 237,022 trees, planted in late April
- Canim Lake, British Columbia, Canada – 100,000 trees, planted in May
- Argyll Forest, United Kingdom – 73,500 trees, planted this fall

Since the effort was launched in 2006, 3 million trees have been planted across Alabama, California, Colorado, Idaho, Michigan, Montana, Oregon, South Dakota, Canada, Germany and Scotland.

“This reforestation effort is helping to revive and reinvigorate forests that otherwise would be depleted by devastating fires and rampant disease,” said John Rosenow, president of the Arbor Day Foundation. “The first four years of this program have made a big difference already, and it’s exciting to think of the overall impact Enterprise’s ongoing commitment will make over the next half-century.”

Enterprise – along with National Car Rental and Alamo Rent A Car – is owned by the Taylor family of St. Louis and has the industry’s most comprehensive environmental sustainability platform. In addition to the conservation effort, it includes:

- Embracing new, clean technologies – Enterprise recently added 5,000 hybrids to its nationwide fleet, distributing them across more than 95 “hybrid branches” in 30 markets, including the 10 busiest airports for business travel in the U.S. In addition to the focus on hybrids, Enterprise has designated eight “E85/*FlexFuel*” branches where as much as 30 percent of the local fleets are *FlexFuel* vehicles capable of using E85 (a blend of 85 percent ethanol and 15 percent gasoline). In addition, Enterprise fuels those vehicles from a nearby E85 fueling station. Enterprise also has expanded WeCar, its car-sharing program, for corporate customers nationwide.
- The world’s largest fleet of fuel-efficient vehicles – Nearly 450,000 cars in the combined Enterprise, National and Alamo fleet average a highway fuel efficiency rating of at least 28 mpg; nearly 230,000 average 32 mpg or better; and nearly 425,000 have earned the U.S. Environmental Protection Agency’s *SmartWay* certification mark – a distinction the EPA grants to vehicles that emit relatively low levels of both regulated pollutants and greenhouse gases such as CO₂.
- Customer Carbon Offsets – Enterprise, National and Alamo customers can offset the CO₂ emissions of their rental cars by opting to pay \$1.25 per rental to fund certified offset projects through TerraPass. The company’s charitable foundation will match customer contributions dollar-for-dollar, up to \$1 million. In its first year, the program raised \$440,000 to fund certified offset projects that help improve the environment.

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50 Million Tree Pledge Plants Another 1 Million Trees in 2009 Add Two

- Research – In 2007, the Taylor family donated \$25 million to create the Enterprise Rent-A-Car Institute for Renewable Fuels at the Donald Danforth Plant Science Center in St. Louis, where top scientists are working on alternatives to finite fossil fuels.

More information about Enterprise's environmental initiatives can be found at www.keystogreen.com.

About Enterprise Rent-A-Car

Founded in 1957 and headquartered in St. Louis, Enterprise Rent-A-Car is an internationally recognized brand with the largest fleet of passenger vehicles in the world today, more than 700,000 cars and trucks. Enterprise also operates a network of 7,000 neighborhood and airport rental locations in the United States, Canada, the U.K., Ireland and Germany. Enterprise of North America is part of a global strategic alliance with Europcar, creating the world's largest car rental network.

As North America's largest car rental company, Enterprise is known for its exceptionally low rates, neighborhood convenience and its outstanding service, including picking up local customers at no extra cost. Ranked No. 18 on the Forbes Top 500 Private Companies in America, Enterprise has branch offices located within 15 miles of 90 percent of the U.S. population. In addition, Enterprise has ranked highest in customer satisfaction among airport rentals in nine out of the past ten years, according to J.D. Power and Associates Rental Car Satisfaction Study. For more information about Enterprise, visit www.enterprise.com.

About The Arbor Day Foundation

The Arbor Day Foundation is a nonprofit, environmental education organization of nearly 1 million members, with a mission to inspire people to plant, nurture and celebrate trees. More information on the Foundation and its programs can be found at www.arborday.org.

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