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FOR IMMEDIATE RELEASE

Enterprise Rent-A-Car Makes Spring Travel Special, Offers 50 Percent Off Weekend Rentals

Program Targets Cost-Conscious, Weekend Motorists

March 10, 2009 (St. Louis, Missouri) – With families preparing for spring break getaways and early summer travel, Enterprise Rent-A-Car, North America’s largest rental car company, is offering its successful 50-percent-off weekend rental program through May 20, 2009.

“We think weekends are meant to be special, and spring break and early summer travel provide families the opportunity to get away. So at Enterprise, we’ve made our weekend rates special. It’s another way we pick you up,” said Steve Short, vice president of leisure business development for Enterprise Rent-A-Car.

Enterprise renters can enjoy a 50 percent discount off of standard weekday rates when they rent Friday through Monday. The nationwide program is available at most of Enterprise’s more than 6,000 neighborhood locations, which are located within 15 miles of 90 percent of the U.S. population. The special rate applies to most cars – economy through full-size – at most locations and on most weekends. The program is not offered at airport locations.

Short added, “Our special weekend rates make it easy for cost-conscious motorists to enjoy the security, comfort and reliability of newer model Enterprise rental cars for the weekend, saving wear and tear and mileage on their own vehicles.”

He added, “We often refer to the rental car as a ‘virtual car’ because people rent to fill a need that their everyday vehicle can’t meet – whether that’s for more room or fuel efficiency. That’s why we advise people to ‘buy for the need and rent for the exception.’ For their spring break and early summer getaways, renters will find the perfect vehicle at Enterprise Rent-A-Car.”

Customers taking advantage of the special 50-percent-off pricing will also experience unparalleled Enterprise customer service, which has earned the highest marks in the industry and recognition as the leader in customer satisfaction from numerous publications and organizations that measure service performance.

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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.

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