

For More Information, contact:

Christy Conrad, Enterprise Rent-A-Car
314-512-2706 (work)
314-265-6834 (mobile)

Erik P. Dove, Advantage Rent-A-Car
(952) 512-8809 (work)
(612) 965-2304 (mobile)

Enterprise Rent-A-Car and Advantage Rent-A-Car Reach Agreement on the Purchase of Advantage Assets Out of Bankruptcy

March 3, 2009 (St. Louis, Mo., and Minneapolis, Minn.) – Enterprise Rent-A-Car and Advantage Rent-A-Car today announced they have reached an agreement on the purchase by Enterprise of certain assets of Advantage out of bankruptcy for \$19 million. The transaction is subject to approval by the bankruptcy court, which may also consider competing bids. If accepted, the transaction is expected to close in April 2009.

The asset purchase agreement gives Enterprise the ability to close or continue to operate any of Advantage's rental car facilities. Currently, Advantage operates eight locations in four cities: Denver, Orlando, Salt Lake City and Phoenix. The transaction also applies to certain other Advantage properties that recently closed.

Upon the court's approval of the Enterprise purchase agreement, Enterprise will take ownership of:

- the right to lease all or part of Advantage's rental vehicle fleet;
- Advantage's customer lists;
- Advantage's Web address and toll-free reservation phone lines;
- certain Advantage corporate accounts;
- Advantage Rent-A-Car trademark and copyright marks;
- Advantage Yellow Pages advertising; and
- Advantage trade secrets, know-how, and other intellectual property.

-more-

Enterprise Rent-A-Car and Advantage Rent-A-Car Reach Agreement Add One

In addition, Advantage Chairman Dennis Hecker will enter into a consulting agreement with Enterprise as part of the transaction. “We look forward to working with Mr. Hecker in the coming years and to serving the quality customer base he built at Advantage,” said Andrew Taylor, chairman and chief executive officer of Enterprise Rent-A-Car.

“I am excited by the sale of Advantage to Enterprise,” said Hecker. “I am confident that Advantage’s loyal customers will enjoy the great service and the expanded network of locations offered by the Enterprise companies.”

About the Enterprise Family of Companies

The Enterprise family of companies – headquartered in St. Louis – operates Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car at more than 8,000 rental locations in neighborhoods and at airports worldwide.

About Advantage Rent A Car

[Advantage Rent A Car](#) is privately held by Denny Hecker Family Ventures, with headquarter operations in Minneapolis, MN. Advantage serves travel and leisure, lifestyle, business, government and insurance replacement rentals. For a complete list of locations, promotions, and other information, please visit www.advantage.com. The Hecker group of companies include automobile dealerships, leasing, daily automobile and motorcycle rental, commercial and residential real estate development, aviation, hospitality, and technology. For more information, please visit www.dennyhecker.com.

###