



For more information, contact:

Laura Bryant, Alamo Rent A Car

314-512-4178

laura.t.bryant@erac.com

FOR IMMEDIATE RELEASE

Alamo and Virgin Sign Exclusive Agreement

April 23, 2009 (St. Louis) – Alamo Rent A Car, the largest car rental provider to international travelers visiting North America, announced today that it has signed an exclusive agreement as Virgin Holidays' preferred car rental supplier, effective Jan 1, 2010.

This agreement marks the first time Alamo has partnered with Virgin Holidays, the UK's leading long haul worldwide tour operator. "We are proud to be part of such an innovative partnership, especially in today's tough economic climate," said Greg Stubblefield, President of Alamo Rent A Car. "Virgin Holidays and Alamo are both leaders in their respective industries and together can offer leisure travelers even more value, service and convenience than ever before."

Alamo's online check-in option, friendly self-service kiosks and leading-edge environmental stewardship were all factors in Virgin Holidays' selection criteria. Amanda Wills, Managing Director for Virgin Holidays, said, "We pride ourselves on exceeding expectations so Alamo feels like a perfect match for us – and enables us to offer our customers a unique, state-of-the-art fly/drive product into North America. We are delighted to appoint Alamo as our exclusive vehicle rental provider."

Beginning Jan 1, all Virgin Holidays' customers will be able to bypass the car rental counter and go straight to Alamo's self-service kiosks to retrieve their rental agreements. The kiosk can also be used for any last minute changes or additions to the car rental booking, including vehicle upgrades, child seats and additional drivers. Virgin Holidays' customers will also be able to take advantage of the Alamo Choice product whereby they can choose any vehicle on the forecourt within the category booked.

In Orlando – one of Virgin Holidays' most popular destinations – Alamo also serves as the official car rental partner of Walt Disney World® Resort.

"I believe that Alamo and Virgin Holidays will jointly offer a terrific and memorable customer experience from beginning to end," Stubblefield noted. "From Florida to California and from Texas to Canada, we will be working together to set a new standard in the travel industry."

– more –

**Alamo/Virgin
Add One**

About Alamo Rent A Car

Founded in 1974 and headquartered in St. Louis, Alamo Rent A Car is a value-oriented, internationally recognized brand serving the daily rental needs of airport leisure travelers. Alamo offers low rental rates and a fun, hassle-free customer experience at the most popular travel destinations throughout the United States, Canada, Mexico, the Caribbean, Latin America, Asia and the Pacific Rim. Alamo also is the largest car rental provider to international travelers visiting North America. In addition, it is part of a global strategic alliance with Euro car, creating the world's largest car rental network.

A technology innovator and industry leader, Alamo launched the industry's first real-time Internet booking engine in 1995 as well as the industry's first and only Online Check-In system in 2005. In addition, Alamo currently operates 159 self-service kiosks at 65 U.S. locations, which earned the company the "Extra Mile Award" from Budget Travel magazine in 2007.

Customers who book online receive Alamo's best rates always — *guaranteed*. In addition, customers who choose the "Prepay & Save" option when making their online reservation may receive an additional 10% discount. For more information about Alamo's environmental platform, visit www.keysotgreen.com.

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