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Response to Alamo Rent A Car and National Car Rental 'Florida Drive-Out' Promotions Exceeds Expectations; Programs End

*Alamo and National customers continue to take advantage of
consumer-friendly refueling policy during summer travel season*

July 2, 2009, St. Louis – Alamo Rent A Car and National Car Rental – citing an extraordinarily positive customer response to their “Florida Drive-Out” promotions – announced that they have ended the program several weeks earlier than planned.

“This seasonal promotion is a winner every year, but demand in June exceeded our wildest expectations,” said Rob Hibbard, Vice President for Alamo and National. “So many customers flocked to this offer that the volume of reservations simply exceeded our fleet capacity. We want to thank everyone who made this program such a huge success this year.”

The program, which offered travelers low one-way rates, no drop charges and unlimited mileage, had been scheduled to run through July 18. Hibbard noted that Alamo and National customers can continue to take advantage of a number of other promotions, including \$15-off three-day weekend rates (good through December 15, 2009) and last-minute online specials.

Cost-conscious renters also are able to take advantage of Alamo’s and National’s consumer-friendly refueling policy (at all corporate-owned locations and participating franchises). Under the policy, the per-gallon refueling charge is based on the local-market price of self-serve gasoline, plus a mark-up not to exceed 50 percent of the fuel cost. This means Alamo and National customers pay only about \$4 per gallon when they bring a car back to the airport without a full tank of gas (depending on market pricing) – or approximately 40 percent less than what some other major car rental brands charge.

(more)

Car Rental Refueling Fees at Major U.S. Airports (June 2009)

U.S. AIRPORTS	Avis Budget	Hertz	Dollar Thrifty	Alamo Rent A Car National Car Rental
Atlanta	\$6.99/Gallon	\$6.99/Gallon	\$6.99/Gallon	\$3.84/Gallon
Boston	\$7.99/Gallon	\$6.99/Gallon	\$7.99/Gallon	\$4.07/Gallon
Seattle	\$7.99/Gallon	\$7.99/Gallon	\$5.99/Gallon	\$4.37/Gallon
Minn.-St. Paul	\$6.99/Gallon	\$7.99/Gallon	\$6.89/Gallon	\$3.83/Gallon
Las Vegas	\$7.99/Gallon	\$7.99/Gallon	\$6.99/Gallon	\$4.06/Gallon
Los Angeles	\$7.99/Gallon	\$7.99/Gallon	\$7.99/Gallon	\$4.47/Gallon
Palm Beach	\$7.99/Gallon	\$7.99/Gallon	\$6.99/Gallon	\$4.05/Gallon
Chicago	\$6.99/Gallon	\$6.99/Gallon	\$6.99/Gallon	\$4.54/Gallon
Phoenix	\$7.99/Gallon	\$6.99/Gallon	\$6.99/Gallon	\$4.08/Gallon
Orlando	\$6.99/Gallon	\$7.19/Gallon	\$5.99/Gallon	\$4.08/Gallon
Miami	\$7.79/Gallon	\$8.59/Gallon	\$6.50/Gallon	\$4.17/Gallon
St. Louis	\$6.99/Gallon	\$6.99/Gallon	\$6.99/Gallon	\$3.68/Gallon
Dallas-Ft. Worth	\$6.99/Gallon	\$6.99/Gallon	\$6.99/Gallon	\$3.66/Gallon
Denver	\$6.99/Gallon	\$6.99/Gallon	\$6.99/Gallon	\$3.83/Gallon
Pittsburgh	\$6.99/Gallon	\$7.49/Gallon	\$7.99/Gallon	\$3.93/Gallon
Houston	\$6.99/Gallon	\$6.99/Gallon	\$6.89/Gallon	\$3.75/Gallon

Note: data collected by Alamo and National during June 2009

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 Europcar, 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. Alamo also serves as the official rental car company of Walt Disney World® Resort and Disneyland® Resort.

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, including the Best Rate Guarantee, visit www.alamo.com.

About National Car Rental

Founded in 1947 and headquartered in St. Louis, National Car Rental is a premium, internationally recognized brand serving the daily rental needs of the frequent airport traveler throughout the United States, Canada, Mexico, the Caribbean, Latin America, Asia and the Pacific Rim. National is part of a global strategic alliance with Europcar, creating the world’s largest car rental network. National helped pioneer the corporate-account business and introduced the car rental industry’s first comprehensive frequent-renter program, Emerald Club. Today, Emerald Club continues to expedite the car rental process for time-sensitive travelers by offering counter bypass and automatic e-receipts as well as car choice – which enables customers to quickly choose their own vehicles without any paperwork and simply drive away.

National has been the “Official Car Rental Company of the PGA TOUR and Champions Tour” since 1994, and its partnership with the PGA extends through 2011. For more information about National, visit www.nationalcar.com.

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