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FOR IMMEDIATE RELEASE

Enterprise Rent-A-Car to Expand Hawaii Airport Service in June

March 24, 2009, St. Louis – Enterprise Rent-A-Car announced today that it has successfully bid on and received airport car rental concession rights on the islands of Hawaii and Kauai. Enterprise, which operates at the Honolulu and Maui airports, will expand its service to Hilo and Kona, and Lihue, Kauai, on June 1.

In 2008, for the fifth year in a row – and the ninth time in the past 10 years – the Enterprise brand ranked highest in the J.D. Power and Associates Rental Car Satisfaction Study, which includes leisure and business travelers. Between September 2007 and October 2008, J.D. Power surveyed more than 13,000 individuals who rented a vehicle at a North American airport.

Enterprise – the largest rental car company in North America – expanded its leading position in the overall rankings from 15 to 23 index points. Customers gave the company the highest rating in six out of six categories measured: reservation process, pick-up process, rental car, shuttle bus/van service, return process, and costs and fees.

Having adapted its industry-leading value and customer service proposition from neighborhoods to airports over the past decade, Enterprise has expanded from one on-airport location in 1995 to more than 240 today.

“We are looking forward to providing Enterprise’s service not only to vacationers, but also to our neighbors, which will include special Kama`aina pricing and corporate programs,” said Paul Kopel, Vice President and General Manager. “In addition, we intend to hire locally to staff our growing operations in Kona and Lihue. This is a great opportunity to work with residents and become an integral part of the island communities we serve.”

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.

(more)

About Enterprise Rent-A-Car, continued

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. For more information about Enterprise, visit www.enterprise.com. For more information about Enterprise's environmental platform, visit www.keystogreen.com.

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