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Enterprise Rent-A-Car Makes 50-Year Commitment To Plant 50 Million Trees in National Forests

***Historic \$50 Million Partnership With National Arbor Day Foundation And
U.S. Forest Service Marks Company's 50th Anniversary***

Mrs. Laura Bush Plants First Trees

Thursday, October, 12, 2006 (St. Louis, Mo.) – Today, Mrs. Laura Bush planted a one-in-a-million tree. Make that one in 50 million – as Mrs. Bush joined Enterprise Rent-A-Car Chairman and CEO Andy Taylor, National Arbor Day Foundation Founder and President John Rosenow, Secretary of Agriculture Mike Johanns, and U.S. Forest Service Chief Dale Bosworth to launch the *Enterprise Rent-A-Car 50 Million Tree Pledge*.

Enterprise Rent-A-Car announced an unprecedented gift to The National Arbor Day Foundation to commemorate the company's 50th Anniversary: Enterprise will underwrite the planting of 50 million trees over the next 50 years at a total cost of \$50 million in today's dollars. The *Enterprise Rent-A-Car 50 Million Tree Pledge* partners The National Arbor Day Foundation and the U.S. Forest Service with Enterprise in a long-term commitment to help restore public lands that are badly in need of reforestation.

The ceremonial first trees of the Pledge – several small White Pines – were planted today by Mrs. Bush and the Pledge partners to officially launch the program. Also on hand were Missouri Senators Kit Bond and Jim Talent. The trees will be planted permanently in the Mark Twain National Forest in southern Missouri.

"We want to credit The National Arbor Day Foundation for this idea," said Andy Taylor, Enterprise Rent-A-Car Chairman and CEO. "They came to us with the thought of making a long-term commitment in recognition of our 50th Anniversary. We liked the idea so much, we thought why not take this to the next level? This Pledge is our way of saying thanks for our first 50 years by making a really meaningful and significant commitment for the next 50."

"This gift couldn't come at time of greater need," said John Rosenow, President of The National Arbor Day Foundation. "Last year was the worst forest fire season in history. And unfortunately, 2006 is on pace to be even worse. This gift from Enterprise – the largest gift we've ever received – gives us the flexibility to respond quickly to forests damaged not only by fire, but also by storms, disease, and other causes."

Each year for the next 50 years, with funding provided by the Enterprise Rent-A-Car Foundation, The National Arbor Day Foundation will work with the U.S. Forest Service to plant 1 million trees in National Forests around the country. These trees will help forests affected by natural disasters and disease, as well as rebuild and preserve habitats for endangered species. The grant also will fund tree-planting initiatives in international locations where Enterprise does business, including Europe and Canada.

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Enterprise Rent-A-Car 50 Million Tree Pledge
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“To put this gift in perspective, 50 million trees is the equivalent of planting a new Central Park about every 10 days, all year, for the next 50 years,” said Taylor. “We know this commitment is not a total solution, but it’s a solid step in the right direction.”

How The 50 Million Tree Pledge Works

This unique collaboration between The National Arbor Day Foundation, the U.S. Forest Service, and Enterprise Rent-A-Car brings together the best of three worlds:

- Each year, The National Arbor Day Foundation – a world-class non-profit organization – will identify a number of tree planting projects throughout the U.S. and work with similar agencies to find planting projects in Europe and Canada.
- Enterprise, a corporate citizen committed to giving back, will fund as many of these planting projects as possible – totaling 1 million trees each year.
- The National Arbor Day Foundation will work with the U.S. Forest Service, the public agency charged with protecting and preserving the National Forests, which will plant the trees where they are needed most.

2006 Tree-Planting Projects

The first trees of the *50 Million Tree Pledge* already have been planted in several National Forests in great need. These projects include:

State	Forest	Project Type
2006		
Alabama	William B. Bankhead National Forest	Longleaf Pine Restoration
Oregon	Fremont-Winema National Forests	Post-Fire Restoration
Michigan	Hiawatha National Forest	Kirtland's Warbler Habitat
Colorado	Pike & San Isabel National Forests	Post-Fire Restoration
California	Six Rivers National Forest	Post-Fire Restoration
Canada	Lillooet, British Columbia	Post-Fire Reforestation

The first European planting project is scheduled for year two of the project. The remaining 2007 planting projects will be announced in conjunction with National Arbor Day in April 2007.

To learn more about the this effort, please visit www.arborday.org/enterprise or www.arborday.org and click on the *Enterprise Rent-A-Car 50 Million Tree Pledge* icon.

About Enterprise Rent-A-Car

Enterprise Rent-A-Car operates more than 878,000 rental and fleet services vehicles worldwide and has annual revenues of \$9.04 billion. Last year, Enterprise opened more than 400 new locations, increasing its total locations to more than 6,900. The company operates more than 900 offices in Canada, United Kingdom, Germany, and Ireland. Enterprise is currently number 16 on the Forbes '500 Largest Private Companies in America' list. For more information about Enterprise visit www.enterprise.com.

About The National Arbor Day Foundation

The National Arbor Day Foundation is a nonprofit, environmental education organization of nearly 1 million members, with a mission to inspire people to plant, nurture, and celebrate trees. More information on the Foundation and its programs can be found at arborday.org.