



AVIS BUDGET GROUP NAMED THE OFFICIAL CAR RENTAL PARTNER OF UNIVERSAL PARKS & RESORTS

PARSIPPANY, N.J., October 26, 2015 — Avis Budget Group and Universal Parks & Resorts have entered into an exclusive multi-year marketing partnership designating Avis Budget Group as the “Official Car Rental Partner” of Universal Parks & Resorts.

As part of the agreement, guests of Universal Parks & Resorts receive discounted rates and special offers from Avis Car Rental and Budget Car Rental. The vehicle rental brands are featured in Universal’s marketing channels, including the websites of Universal Parks & Resorts Vacations, Universal Orlando Resort and Universal Studios Hollywood, making it easy for guests to make reservations. In fact, Avis and Budget rentals can now be added to any Universal Parks & Resorts vacation package. Additionally, Avis and Budget will promote Universal’s theme parks to its customers in Orlando and Los Angeles. The marketing outreach will include email communications, point-of-sale signage, in-vehicle promotion and wrapped vehicles.

“Universal’s theme parks in Hollywood and Orlando offer today’s most compelling theme park entertainment, with something for everyone. In fact, they continue to add exciting experiences and attract guests from all over the world,” said Tom Villani, vice president, global travel and partnerships. “We’re thrilled to team up with Universal and promote our brands, products and services to their guests.”

About Avis Budget Group

Avis Budget Group, Inc. (NASDAQ: CAR) is a leading global provider of vehicle rental services, both through its Avis and Budget brands, which have more than 10,000 rental locations in approximately 175 countries around the world, and through its Zipcar brand, which is the world’s leading car sharing network, with more than 900,000 members. Avis Budget Group operates most of its car rental offices in North America, Europe and Australia directly, and operates primarily through licensees in other parts of the world. Avis Budget Group has approximately 30,000 employees and is headquartered in Parsippany, N.J. More information is available at www.avisbudgetgroup.com.

About Universal Parks & Resorts

Universal Parks & Resorts, a unit of Comcast NBCUniversal, offers guests around the globe today’s most relevant and popular entertainment experiences. With three-time Academy Award winner Steven Spielberg as creative consultant, its theme parks are known for immersive experiences that feature some of the world’s most thrilling and technologically advanced film- and television-based attractions.

Comcast NBCUniversal wholly owns Universal Studios Hollywood, which includes Universal CityWalk Hollywood. It also owns Universal Orlando Resort, a world-class destination resort

featuring two theme parks (Universal Studios Florida and Universal's Islands of Adventure), four resort hotels, and Universal CityWalk Orlando. Comcast NBCUniversal also has license agreements with Universal Studios Singapore at Resorts World Sentosa, Singapore and Universal Studios Japan in Osaka. Comcast NBCUniversal has announced plans to acquire 51 percent ownership in Universal Studios Japan as well as to build a theme park in Beijing and an indoor theme park to be developed as part of the Galactica Park project in Moscow.

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