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BUDGET LAUNCHES NEW ADVERTISING CAMPAIGN

PARSIPPANY, N.J., April 18, 2011 – Founded more than 50 years ago as the car rental company for “budget-minded” and value-driven travelers, Budget Rent A Car is now launching a new advertising campaign that draws on the brand’s legacy.

Breaking today on television and online, the new campaign features award-winning actress and comedienne, Wendie Malick. Popularly known for her work on the hit-sitcom *Just Shoot Me!* and currently featured on TV Land’s new original situation comedy, *Hot in Cleveland*, Malick serves as Budget’s spokesperson in a series of ads designed to drive reservations with special, limited-time, discount offers. The current offers include \$17 weekend day rentals and \$129 weekly rentals available to travelers who book on budget.com or via the toll-free number mentioned in the commercials.

“Wendie Malick is a popular face on TV who typically portrays fun and sassy characters that resonate with both women and men in many age groups,” said Tom Gartland, executive vice president of sales, marketing and customer care for Avis Budget Group, parent company of Budget. “We think her smart, savvy common-sense presence will help viewers see the benefits and savings of renting with Budget.”

Asked about her decision to join the Budget campaign, Ms. Malick explained: “The Budget brand is one I believe in. The campaign is a good fit, and everybody deserves to get out and have some affordable fun.”

Created by Budget’s agency, Impax Marketing Group in Philadelphia, the 30-second spots will air on cable networks, including Animal Planet, BET, Biography, CNN, Centric, Chiller, Cooking Channel, Discovery, HGTV, Hallmark Movie, Headline News, Lifetime, Lifetime Movie, MSNBC, Nick at Nite, Oxygen, Sleuth, Soapnet, TBS, TNT, Travel Channel, TV Guide, TV Land, TV One, USA and Women’s Entertainment. Online presence will include banner ads on multiple websites, and elements of the campaign will be featured on Budget.com.

“We always look to match a brand’s core characteristics with the appropriate celebrity spokesperson,” said Jay Arnold, president and chief executive officer of Impax Marketing Group. “Wendie Malick’s unpretentious style and authentic personality make her the ideal spokesperson for Budget.”

For more information or to view the commercials, visit www.budget.com/tv.

About Budget

Budget is one of the world’s best-known car rental brands with approximately 2,700 locations in more than 120 countries. Budget is owned by Avis Budget Group, Inc. (NASDAQ: CAR), which operates and franchises the brand throughout the world. For further information, visit www.budget.com.

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