



Contact: Alice Pereira
973.496.6113
alice.pereira@avisbudget.com

AVIS LAUNCHES NEW MARKETING CAMPAIGN FEATURING CELEBRITY PROFESSIONALS

PARSIPPANY, N.J., April 15, 2013 — Building upon last year's award-winning integrated marketing strategy, Avis Car Rental today launched a new campaign — "The Professionals." The campaign showcases that, with Avis, the rental car becomes an essential part of successful travel.

The campaign includes four national TV commercials, each of which depicts how Avis provides busy professionals with a space that meets their specialized needs and contributes to the traveler's success on the road. Featured in the spots are internationally-renowned photographer and host of "The Face," Nigel Barker; world-champion beach volleyball player, sports announcer, fashion model and fitness advocate, Gabrielle (Gabby) Reece; the world's eighth-ranked golfer and 2012 Payne Stewart award winner, Steve Stricker; and restaurateur, author and James Beard Foundation award winner for outstanding chef, Thomas Keller.

"Our continued focus and investment in brand strategy and marketing is increasing rental volumes and driving sustained profitable growth," said Jeannine Haas, chief marketing officer, Avis Budget Group. "We're excited to introduce 'The Professionals' campaign and demonstrate why Avis is the right choice for busy professionals. When it matters, and it always matters, busy professionals want control over the travel experience and Avis delivers."

The television campaign debuts today and will air on network and cable television. The campaign also features engaging iPad advertisements that direct users to a game where the featured celebrities challenge users to drive a mile in their shoes through a red and white world patterned after the landscapes included in the TV spots. Users will test their skill, collecting points and rewards along the way. Beginning May 1, the iPad advertisements will run in digital versions of national newspapers and business publications such as *Bloomberg Business*, *The Wall Street Journal*, *The Economist*, and *USA Today* as well as *ESPN*.

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

About Avis

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,200 locations in more than 165 countries. Avis has a long history of innovation in the car rental industry and is one of the world's top brands for customer loyalty. Avis is owned by Avis Budget Group, Inc. (NASDAQ: CAR), which operates and licenses the brand throughout the world. For more information, visit www.avis.com.

#