



Avis Enhances PGA TOUR "Player of the Month" Award to Bring Fans Closer to the Game

PONTE VEDRA BEACH, Fla. and PARSIPPANY, N.J., Feb. 2, 2012 (GLOBE NEWSWIRE) -- Avis Rent A Car and the PGA TOUR have redesigned the PGA TOUR's "Player of the Month" award program. The monthly honor, now titled the PGA TOUR Player of the Month presented by Avis, will for the first time put the fans in the game as they vote for their favorite player at PGATOUR.COM. The winner will receive a \$50,000 contribution to their designated charity.

"Like Avis, the PGA TOUR is committed to recognizing extra effort and giving back to the community," said Jeannine Haas, chief marketing officer for Avis Budget Group, parent company of Avis. "We're excited to relaunch the Player of the Month program and bring millions of PGA TOUR fans closer to the game while supporting the players' charities."

Now through February 5th, fans can vote online at PGATOUR.COM for the first of eight awards to be presented in 2012. The player with the most votes will be named the PGA TOUR Player of the Month.

"Avis, known for its 'We try harder' spirit, is the ideal partner for this program," said Rob Ohno, senior vice president of corporate marketing at PGA TOUR. "We're delighted to bring this spirit to life while engaging our fans to voice their opinion and vote on who is most deserving for the Player of the Month honor."

The PGA TOUR Player of the Month presented by Avis, builds upon Avis' recent marketing partnership with the PGA TOUR. Last month, the two entities signed a new multi-year agreement that provides Avis with the opportunity to promote its products and services to millions of golf fans around the world through PGA TOUR telecasts and media assets. In addition to prominent Avis logo placement on the LED scoreboards at PGA TOUR tournaments, the program includes business development opportunities for Avis and unique promotions. Avis is featured on the official PGA TOUR website and has tie-ins to television programming and national advertising opportunities in print and broadcast channels.

For more information or to vote for the PGA TOUR Player of the Month presented by Avis, visit www.pgatour.com.

About Avis

Avis Rent A Car System, LLC and its subsidiaries operate one of the world's best-known car rental brands with approximately 5,100 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.

The Avis logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8896>

About PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. The mission of the PGA TOUR is to expand domestically and internationally to substantially increase player financial benefits while maintaining its commitment to the integrity of the game. The PGA TOUR events are also committed to generating revenue for charitable causes in their communities. For more information, visit www.pgatour.com.

The PGA TOUR logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11387>

CONTACT: Alice Pereira

Avis Rent A Car

973.496.6113

alice.pereira@avisbudget.com

Chris Smith

PGA TOUR

904.273.3379

chrissmith@pgatourhq.com