



Avis Drives Rentals, Brand Exposure and New Business Opportunities With New PGA Tour Partnership

PONTE VEDRA BEACH, Fla. and PARSIPPANY, N.J., Jan. 12, 2012 (GLOBE NEWSWIRE) -- Avis Rent A Car has been named the "Official Rental Car Company" of the PGA TOUR. The new multi-year agreement provides Avis with the opportunity to promote its products and services to millions of golfers and golf fans around the world through PGA TOUR telecasts and media assets.

In addition to prominent Avis logo placement on the LED scoreboards throughout the PGA TOUR Regular Season, PGA TOUR Playoffs for the FedExCup and Fall Series, the program includes business development opportunities for Avis in addition to unique promotions. Avis will also have placement on the official PGA TOUR website, tie-ins to television programming and national advertising opportunities in print and broadcast channels. PGA TOUR tournaments are broadcast to approximately 500 million households, in 224 countries and territories, and in 29 languages annually.

"Reaching customers through partnerships with world-class brands like PGA TOUR is part of our integrated marketing strategy," said Jeannine Haas, chief marketing officer for Avis Budget Group, parent company of Avis. "We look forward to driving rentals and generating new business leads while providing the PGA TOUR and golf fans around the globe with high-quality vehicles and a consistently outstanding rental experience."

"We are excited to announce this new long-term marketing partnership with Avis," said Tom Wade, chief marketing officer of the PGA TOUR. "Avis has an outstanding reputation as a leader in the car rental industry, which is important in our efforts to provide the best possible benefits to our players and their families. We look forward to working with Avis to build its presence on our three Tours and to develop exciting new programs that are mutually beneficial to Avis and the PGA TOUR."

The PGA TOUR partnership builds upon Avis' commitment to excellence and 'trying harder.' In July, the Company teamed up with Steve Stricker, an eleven-time champion on the PGA TOUR, who serves as an advocate for Avis and wears the iconic Avis logo on his shirts and outerwear. "It's great to see Avis expand their involvement in golf by becoming an official partner of the PGA TOUR," said Stricker. "I look forward to seeing my name on the Avis scoreboards throughout the season."

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>

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