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**DUE TO POPULAR ACCLAIM, AVIS ENHANCES
ITS "FREE TO GET AWAY" PROMOTION FOR 2011**

PARSIPPANY, N.J., February 28, 2011 – Avis Rent A Car's "Free to Get Away" promotion in 2010 gave customers a rental reward day after they completed two qualifying rentals of at least two days each. Now, due to the tremendous response from customers, the Avis "Free to Get Away" promotion has been extended to December 31, 2011, and the maximum total of rental rewards customers can earn is now eight, more than double the previous limit.

"Avis 'Free to Get Away' was very popular with our customers," said Thomas M. Gartland, executive vice president of sales, marketing and customer care for Avis Budget Group, the parent company of Avis. "We are happy to be 'upgrading' the offer and allowing our frequent renters to earn more rental days that can be used when they are 'free to get away.'"

After two qualifying rentals are completed, customers will receive via email an Avis Free to Get Away reward certificate for one free day of time-and-mileage charges on an Avis rental. Certificates can be applied toward a weekday, weekend, weekly or monthly rental of a subcompact vehicle through a full-size, four-door car. Customers must have a valid Avis Wizard number and must register for the promotion at www.avis.com/getaway to be eligible. This offer is subject to certain restrictions. For more information, including full terms and conditions, visit www.avis.com/getaway. To make a reservation, visit www.avis.com or call 1-800-331-1212.

About Avis

Avis Rent A Car System, LLC and its subsidiaries operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at approximately 2,200 locations in the United States, Canada, Australia, New Zealand and the Latin American / Caribbean region. Avis is one of the world's top brands for customer loyalty, ranking as the number one car rental company in the Brand Keys® Customer Loyalty Engagement Index for the past eleven years. The company is a wholly owned subsidiary of Avis Budget Group, Inc. (NASDAQ: CAR). For more information, visit www.avis.com.

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