



AVIS AND AEROPLAN CELEBRATE 30-YEAR PARTNERSHIP

PARSIPPANY, N.J. and MONTREAL, March 18, 2015 – In 1985, Avis Car Rental became a rental car partner of choice for Aeroplan, Canada's premier coalition loyalty program. In celebration of 30 years of collaboration, Avis and Aeroplan today launched a contest where one lucky member will win a Lincoln MKC for a year and 10 others will receive 30,000 Aeroplan Miles.

Now through April 30, 2015, Aeroplan members who rent a vehicle at participating Avis locations in Canada will be automatically entered into the contest. In addition, as part of the celebration, Aeroplan members can earn up to 1,500 Aeroplan Miles on qualifying rentals and save up to 25 percent on rentals at participating Avis locations around the globe. Aeroplan Distinction members can earn up to 2,000 Aeroplan Miles on qualifying rentals at participating locations.

"Aeroplan has expanded its reach and increased its membership over the last 30 years to become one of the most valued reward programs across Canada," said David Crowther, senior vice president and general manager, Canada, Avis Budget Group. "We're proud to be a longstanding Aeroplan partner."

"We're excited to celebrate our partnership with Avis, one of the most well-known and trusted car rental brands," said Shauna Emerson-O'Neill, chief customer officer, Aimia. "We look forward to continuing to work together to provide our members with the ability to earn Aeroplan Miles and exclusive bonus offers for both their leisure and business car rentals."

The Avis and Aeroplan partnership contest will be promoted at Avis locations across Canada; online at Avis.ca, AirCanada.com and Aeroplan.com; in Aeroplan Member newsletters and email communications; and in social media channels. The contest is open to Aeroplan Members who are residents of Canada. For more information, including contest rules, visit www.avis.ca/30Years.

About Avis

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,450 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.

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Aimia Inc., a global leader in loyalty management.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2014, approximately 2.7 million rewards were issued to members including 1.9 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,300

destinations worldwide. In addition to flights, members also have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.aeroplan.com or www.aimia.com.

#

Contacts:

Alice Pereira
Avis Car Rental
973.496.3916
PR@avisbudget.com

Christa Poole
Aeroplan
416.352.3745
christa.poole@aimia.com