



BUDGET CAR RENTAL LAUNCHES NEW ADVERTISING CAMPAIGN FEATURING JESSICA SIMPSON

PARSIPPANY, N.J., April 11, 2016 – Budget Car Rental today announced a new series of broadcast commercials, featuring singer, songwriter, actress and fashion designer Jessica Simpson.

Breaking today on television and online, Simpson serves as Budget's brand ambassador in a series of advertisements offering consumers a special limited-time discount offer.

The first spot, called "Paparazzi," — something Simpson is all too familiar with — illustrates how Simpson uses a Budget rental vehicle to dodge pesky photographers while promoting an offer to rent a sporty compact car for \$17 on weekend days or \$129 for a week-long rental.

Another spot, called "You've Arrived," features Simpson talking to her phone and asking it to find her a family getaway. The phone directs her to a Budget SUV. The offer that accompanies the ad is for a sporty SUV for \$23 on weekend days or \$149 for a week-long rental.

"We believe that Budget is the leading value car rental brand in America and is ideal for anyone who wants to get away for the weekend or the week, or for avoiding the paparazzi if you're an entertainment superstar," said Scott Deaver, executive vice president and chief marketing officer, Avis Budget Group. "Jessica Simpson embodies the joyful, exuberant entrepreneurial spirit of our customers and is a great fit for the brand. She's a professional busy mom of two who values the time she spends with her family."

"I like to be spontaneous with my family. We are always up for an adventure!" said Simpson. "Wherever we go, Budget Rental Car makes the experience easy, affordable and so much fun."

Created by Budget's advertising agency, Hello Creative, the 30-second spots will air on cable networks, including Animal Planet, AMC, Black Entertainment TV (BET), Bravo, CNBC, Cable News Network (CNN), DIY, ESPN2, Food Network, Golf Channel, Home and Garden TV (HGTV), History Channel, Lifetime Movie Network, MSNBC, MTV2 and Women's Entertainment (WE). The television campaign will be supported by digital placements including banner ads on multiple websites, emails to Budget customers and presence on Budget.com.

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

About Budget

Budget Car Rental is one of the world's best-known car rental brands with approximately 3,500 locations in more than 120 countries. Budget is an industry leader in providing vehicle rental services to value-conscious travelers and also operates one of the largest local and one-way truck rental businesses in the United States, through a network of approximately 1,550 locations. Budget is owned by Avis Budget Group, Inc. (NASDAQ:CAR), which

operates and licenses the brand throughout the world. For further information, visit www.budget.com.

About Jessica Simpson

Jessica Simpson is an American entertainment, music and style icon. Born and raised in Texas, Jessica made her music debut in 1999. Her single "I Wanna Love You Forever" reached No. 3 on the Billboard Hot 100 and fueled the success of her double-platinum debut album, *Sweet Kisses*, which sold 4 million copies worldwide. Three of her seven studio albums have been certified gold, and 2003's *In This Skin* went triple-platinum. She most recently starred on television in NBC's hit *Fashion Star* and *Jessica Simpson's Price of Beauty*. Among her several movie credits, Jessica is best known for her role as "Daisy Duke" in *The Dukes of Hazzard* movie adaptation. Simpson launched The Jessica Simpson Collection in 2005 and partnered with Sequential Brands in 2015. Now, in 32 categories, the Jessica Simpson Collection is a billion dollar brand, available at over 2,500 points of distribution in 62 countries worldwide. Jessica has been nominated for several awards for her work including American Music Awards, MTV Video Music Awards, Nickelodeon Kids Choice Awards, and has won People Choice Awards, Teen Choice Awards and VH1 Awards. She has lent her time and support to philanthropic efforts including Operation Smile, The USO, US Military Families, Make-A-Wish[®], Baby Buggy[™] and March of Dimes[®].

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