



## Unlimited Budget(R) Celebrates 15th Anniversary

PARSIPPANY, N.J., Sept. 26, 2012 (GLOBE NEWSWIRE) -- Unlimited Budget<sup>®</sup>, Avis Budget Group's loyalty program for travel professionals, is celebrating its 15<sup>th</sup> anniversary this month. Since its creation in 1997 as the first rental car loyalty program designed specifically for travel professionals, Unlimited Budget has established itself as a leading innovator in this category with more than a dozen travel brands through which reward points can be earned, and has helped Avis Budget Group generate more than \$800 million in car rental transactions.

"Travel professionals play a critical role in our efforts to strategically accelerate growth," said Stephen Wright, vice president of global travel and partnership sales, Avis Budget Group, Inc. "We thank agents for their continued business and loyalty, and are excited to celebrate this important milestone with them."

More than 20,000 travel agents in the United States and Canada currently participate in Unlimited Budget.

In celebration of its 15<sup>th</sup> anniversary, Unlimited Budget has launched a contest to further reward members. Through December 11, Unlimited Budget members who visit the program's Facebook fan page can enter the contest by answering the question "What do you love about Unlimited Budget?" Members will be eligible to win weekly prizes ranging from Unlimited Budget points to gift certificates for car rentals and hotel stays, and one travel professional will win a grand prize package valued at more than \$3,000. Contest entries will be judged on creativity and content.

Enrollment in Unlimited Budget is free and is open to travel professionals who are residents of the United States and Canada, age 18 and over. For more information on Unlimited Budget, visit [www.unlimitedbudget.com](http://www.unlimitedbudget.com). For official rules or to enter the Unlimited Budget 15<sup>th</sup> Anniversary Contest, travel professionals should visit [www.facebook.com/unlimitedbudget](http://www.facebook.com/unlimitedbudget).

### About Unlimited Budget

Unlimited Budget is Avis Budget Group's premier travel agency loyalty program through which members can earn valuable reward points on all completed business and leisure car rental transactions in the United States. When introduced in 1997, Unlimited Budget was the first rental car loyalty program for travel professionals.

Unlimited Budget members can also earn points for completed bookings through Carey and Embarque Chauffeured services as well as through the family of Hilton hotel brands, including Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, Doubletree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations.

Once a member has accumulated 10 points, the agent receives an Unlimited Budget stored-value card loaded with \$10 that can be used to make purchases anywhere the prepaid card is accepted, including ATMs. Additional credits are automatically deposited on the stored-value card.

### About Avis Budget Group, Inc.

Avis Budget Group, Inc. (Nasdaq:CAR) is a leading global provider of vehicle rental services through its Avis and Budget brands, with 10,000 rental locations in approximately 175 countries around the world. Avis Budget Group operates most of its car rental offices in North America, Europe and Australia directly, and operates primarily through licensees in other parts of the world. Avis Budget Group has approximately 29,000 employees and is headquartered in Parsippany, N.J. For more information, visit [www.avisbudgetgroup.com](http://www.avisbudgetgroup.com).

The Avis Budget Group, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8891>

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