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AVIS CAMPAIGN NAMED "MOBILE OF THE DAY" BY FAVOURITE WEBSITE AWARDS

PARSIPPANY, N.J., September 25, 2013 – Avis Car Rental today announced that its experiential iPad campaign, "The Professional Challenge," has been named "Mobile of the Day" by Favourite Website Awards (FWA) – marking the second time the Company has earned this distinction. Recognized in the advertising industry, Favourite Website Awards showcases projects that marry cutting-edge technology with inspirational ideas. FWA states that their site is the most visited website award program in the history of the Internet, with more than 170 million site visits.

"The Professional Challenge," a component of the Company's integrated marketing campaign titled "The Professionals," directed users to a game where celebrities (photographer Nigel Barker, athlete Gabrielle Reece and golfer Steve Stricker) challenged users to drive a mile in their shoes through a red and white world, patterned after the landscapes included in Avis television spots. Users tested their skills, collected points and were rewarded along the way.

"Digital marketing is an important channel we leverage to reach harried business travelers. Not only did 'The Professional Challenge' reach this target audience, the campaign also earned seven times the average iPad engagement rate," said Jeannine Haas, chief marketing officer, North America, Avis Budget Group. "We're honored to be recognized again as an innovator in this space as we look to drive additional loyalty to the brand."

Earlier this year, the Company's previous iPad campaign, "It's Your Space," took home the "Mobile of the Day" award. In addition, the "It's Your Space" iPad campaign won "Magazine Advertisement of the Year" at the 2012 Digital Magazine Awards.

The Avis Professional Challenge is featured on FWA's mobile website today via <http://m.TheFWA.com>. For more information, please visit www.avis.com.

About Avis

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,750 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.

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