



Avis Participates in Daily Getaways Promotion in Partnership With the U.S. Travel Association

PARSIPPANY, N.J., April 4, 2012 (GLOBE NEWSWIRE) -- Avis Car Rental is once again joining America's top travel brands this spring in the Daily Getaways 2012 promotion. Designed to generate growth in summer leisure travel, the five-week online promotion available at www.DailyGetaways.com offers great savings on car rentals, hotels, loyalty points programs, theme park admission and city attraction packages.

The U.S. Travel Association promotion runs from April 9 through May 11, 2012, with a preview of deals beginning April 2. Each day a new exclusive deal from a prominent travel brand will be unveiled at 1:00 p.m. EDT and made available for purchase throughout the promotional period, until the limited inventory is sold out.

Beginning April 10, travelers can purchase one-day Avis rental certificates, valued at \$50, for just \$33. The certificates can be used for one day's time and mileage charges on a rental vehicle in any of the following car classes: subcompact, compact, intermediate, standard, full-size or premium. Certificates are valid at any participating Avis location in the United States, Canada, Puerto Rico and the U.S. Virgin Islands.

"Last year's Avis offer in the Daily Getaways promotion sold out in less than two hours," said Jeannine Haas, chief marketing officer for Avis Budget Group. "We're thrilled to join other leading travel brands again in this year's promotion and offer travelers a money-saving way to rent from a trusted global brand like Avis."

"The impact of the \$1.9 trillion U.S. travel industry is significant and growing," said Roger Dow, president and CEO of the U.S. Travel Association. "As the economy continues to bounce back, more Americans will be planning travel this summer. The Daily Getaways promotion provides an added incentive with fantastic deals to travel within the United States this spring and summer."

For more information, including terms and conditions, visit www.DailyGetaways.com.

About Avis

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,200 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.

The Avis Car Rental logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11593>

About U.S. Travel Association

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$1.9 trillion in economic output and supports 14.4 million jobs. U.S. Travel's mission is to increase travel to and within the United States. For more information, visit www.ustravel.org.

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