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Enterprise Rent-A-Car Opening New In-terminal Rental Branch at Deer Lake Regional Airport

Deer Lake (April 7, 2009) – Enterprise Rent-A-Car, the largest car rental company in North America, will open a new in-terminal rental office at Deer Lake Regional Airport on May 1, 2009.

Enterprise is the fastest-growing rental car company in the airport segment, having expanded its industry-leading value and customer service from neighborhoods to airports over the past decade. Enterprise has expanded from one on-airport location in 1995 to 242 today, and has been able to grow its airport business by 23 percent annually since 2001.

“Enterprise shares our dedication to superior customer service,” said Jamie Schwartz, Airport Manager/COO of Deer Lake Regional Airport. “We are excited to see Enterprise strengthen its ongoing commitment to both its customers and the Deer Lake Regional Airport with the opening of this in-terminal office.”

Enterprise has ranked highest in customer satisfaction among airport rentals in eight out of the past nine years, according to J.D. Power and Associates Rental Car Satisfaction StudySM. With more than 120 types of automobiles in its fleet, the company’s airport business is geared toward leisure travelers and value-minded business travelers. Enterprise’s retail daily rental rates at the airport are on average more than 20 percent below industry average.

“While customers appreciate our low prices and vast selection of cars, we have found that it is our commitment to superior service that really makes Enterprise stand apart,” said Connie Cribb, who oversees Enterprise operations in Deer Lake and surrounding locations. “We look forward to utilizing this new location inside the terminal, with our cars onsite at the airport, to improve customer convenience and provide the highest level of service to customers traveling to western Newfoundland.”

About Enterprise Rent-A-Car

Founded in 1957, Enterprise Rent-A-Car is headquartered in St. Louis and serves customers in the United States, Canada, the U.K., Ireland, and Germany. Enterprise is North America’s largest car rental company in fleet size, number of locations, and annual revenue, ranking No. 18 on the *Forbes* Top 500 Private Companies in America. Enterprise is owned by the Taylor family, which acquired the National Car Rental and Alamo Rent A Car businesses in 2007. For more information about Enterprise, visit enterprise.com.