



For Immediate Release

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Dollar Rent A Car and Thrifty Car Rental Offer Savings in Florida with Rates that Include Prepaid Tolls

Tulsa, Okla., June 4, 2008 – **Dollar Rent A Car** and **Thrifty Car Rental**, subsidiaries of Dollar Thrifty Automotive Group, Inc. (NYSE: DTG), are taking the stress out of summer travel in Florida.

That's why the two value brands are including Pass24[®] Prepaid Toll Service with select car rental rates at participating Florida locations when customers use any American Express[®] Card for payment and make their reservation using **Promo Code AX12**. This offer is valid at participating Dollar Rent A Car and Thrifty Car Rental Florida locations from June 1, 2008 through July 31, 2008.

"Our customers want to unwind this summer, and Dollar and Thrifty are committed to making travel more convenient for them," said Brian Carpenter, vice president of sales, marketing and advertising. "With this promotion in Florida, not only will travelers get great rates with both brands, they'll also get the convenience of pre-paid tolls with Pass24."

Rates associated with this promotional code are as follows:

- **Mid-size SUV:** \$39.00 per day or \$199.00 per week;
- **Standard-size SUV:** \$47.00 per day or \$299.00 per week
- **Premium car:** \$44.00 per day or \$289.00 per week.

Ordinarily, Pass24 pre-paid toll service is available to Dollar Rent A Car and Thrifty Car Rental customers for \$5.95 per day or \$27.95 per week in Florida, which includes all toll charges. For those customers taking advantage of this special promotion, the pre-paid toll service will be included in the rental rate when the reservation is made using Promo Code AX12.

To receive this offer, the rental must end by July 31, 2008. 24-hour advance reservations are required. Weekly rates require a five-day minimum rental. The offer is subject to limited availability and may not be used in conjunction with any other offer or discount. Taxes, surcharges, additional driver fee and optional items such as refueling are extra. Other restrictions may apply.

Pass24 is currently offered at all Dollar Rent A Car and Thrifty Car Rental locations in Florida, including Orlando, Ft. Lauderdale, Ft. Meyers, Jacksonville, Key West, Miami, Naples, Sanford, Tallahassee, West

(more)

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Palm Beach, Tampa, Daytona Beach, Naples, Pensacola, Sarasota and Melbourne. Pass24 allows drivers to use the SunPass[®] Only and E-Pass[®] Only express lanes on the Florida toll road system, bypassing the cash lanes and eliminating the need to carry exact change. Collection of tolls is tied to vehicle license plates and no electronic device is required. Video technology is used to capture images of the rental car as it passes through the toll facilities.

For additional information about Pass24 and Rent A Toll, please visit www.rentatoll.com.

About Dollar Rent A Car

Dollar has more than 535 worldwide locations in 48 countries, with a significant presence in Canada, the Caribbean and Latin America, including more than 250 in the United States. Dollar serves the value-conscious traveler and is a subsidiary of Dollar Thrifty Automotive Group, Inc., a Fortune 1000 Company headquartered in Tulsa, Okla.

About Thrifty Car Rental

Thrifty Car Rental, also a subsidiary of Dollar Thrifty Automotive Group, Inc., serves value-conscious travelers from more than 1,028 locations in 68 countries.

For additional information about Dollar Thrifty Automotive Group, Inc., visit www.dtag.com, www.dollar.com or www.thrifty.com.

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