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FOR IMMEDIATE RELEASE

Thrifty Car Rental Offers Travel Agents 20 Percent Discount

Tulsa, Okla., July 16, 2008 - **Thrifty Car Rental**, a subsidiary of Dollar Thrifty Automotive Group, Inc. (NYSE: DTG), is giving travel agents cause to rejoice . . . by rewarding them with a **20 percent discount** on their next car rental.

Open to travel agents in the U.S. and Canada at all Thrifty Car Rental locations in the U.S. and Canada, the non-commissionable discount is for agents with an official IATAN or IATA card. To receive the discount, agents should print out the "20% discount" coupon available at www.agent.thrifty.com. In order to receive the discount, simply make your reservation and bring the coupon along with a valid IATAN or IATA card to the car rental counter and the discount will be applied.

"We are very appreciative of the business that our travel agent partners deliver to the Thrifty Car Rental brand," said Greg Billingsley, Director, Consortia Development and Travel Industry Sales. "We hope agents will accept our heartfelt thanks and take advantage of this special savings on their next car rental from Thrifty."

A 24-hour advance reservation is required to receive the discount. The travel agent discount applies to time and mileage only. The discount is available on all standard rates for any vehicle rental from any participating location in the U.S. and Canada. This discount is not valid in conjunction with any other discount or promotional offer. The renter must meet minimum age, driver and credit requirements. Other restrictions may apply. For more information, visit www.agent.thrifty.com.

About Thrifty Car Rental

Thrifty Car Rental, 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 or www.thrifty.com.

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