



## **PRESS RELEASE**

For Immediate Release

**Contact:**

Chris Payne  
Dollar Thrifty Automotive Group, Inc.  
(918) 669-2236 or [chris.payne@dtag.com](mailto:chris.payne@dtag.com)

# **DOLLAR<sup>®</sup> and Thrifty Car Rental Launch Daily Dividends**

## **Travel Agents Rewarded with Points Toward AmEx Gift Cards**

*Tulsa, Okla., Sept. 3, 2008* – Dollar Rent A Car and Thrifty Car Rental, subsidiaries of Dollar Thrifty Automotive Group, Inc. (NYSE: DTG), are joining forces to launch a new travel agent loyalty program that will give travel agents the power to earn cash with every rental at DOLLAR<sup>®</sup> or Thrifty.

Daily Dividends – the new combined program for both brands – is available free of charge and will reward travel agents based upon the length of car rental booked with DOLLAR or Thrifty. Once agents have earned 25 points (1 point = \$1), they will receive a personalized American Express branded reward card that can be used anywhere the American Express card is accepted. The card may be used for dining, entertainment, gifts . . . whatever the agent desires.

“Daily Dividends is all about magnifying travel agents’ ability to earn rewards quickly for reservations they make with DOLLAR or Thrifty Car Rental,” said Greg Billingsley, Director, Consortia Development and Travel Industry Sales. “By putting the power of both brands into a single program, travel agents can accumulate points faster than ever before. It’s our way of saying ‘thank you’ to our friends in the travel agency community.”

Here’s how Daily Dividends works. Qualifying travel agents will earn:

- 3-4 day rentals = 1 point
- 5-6 day rentals = 2 points
- 7+ day rentals = 5 points

One point is equivalent to \$1 of purchasing power. Points are converted into dollars and will be added to the card balance on a daily basis, with points accrued upon the completion of qualifying rentals of three days or more.

(more)

## ***Dollar and Thrifty Launch Daily Dividends Program***

Once the card is earned, DOLLAR and Thrifty will provide instant gratification with this great re-loadable AmEx reward card that grows daily with every completed rental.

### **How to Enroll**

Enrollment in the program is easy – and it's *free*. Agents are asked to visit [www.travelagent.dollar.com](http://www.travelagent.dollar.com) or [www.agent.thrifty.com](http://www.agent.thrifty.com) and click on the “Daily Dividends” link to enroll by answering a few brief questions. (Agents currently enrolled in Dollar Dividends have been automatically enrolled in the new program). Once they have completed the enrollment process, agents will receive a personal identification number (PID). A PID is necessary for agents to:

- Book qualified Daily Dividends reservations;
- Keep track of their earnings on the statement page that is updated daily; and
- Change their enrollment profile.

Once the American Express rewards card is issued, point balances will be updated *daily* with new transactions. To check their Daily Dividends point balance, agents can simply visit <http://www.encompasscard.com> or call 1-888-262-0390.

### **How to Book a Daily Dividends Reservation**

Agents booking via the GDS will simply add their PID number in the AG field (example: /SI-AG-PID12). For travel agents who prefer to book online, visit [www.travelagent.dollar.com](http://www.travelagent.dollar.com) for DOLLAR reservations and provide your PID in the space provided. Travel agents may also make reservations by phone by calling DOLLAR at 1-800-800-4000 or Thrifty Car Rental at 1-800-THRIFTY.

The Daily Dividends program is open to travel agents, 18 years of age and older, employed by travel agencies in the U.S., Canada and Mexico who book rentals with Dollar Rent A Car or Thrifty Car Rental. The company reserves the right to reject any application for enrollment in the program. Transactions eligible for Daily Dividends are defined as completed rental transactions that were originally booked by a travel agent member for rental at DOLLAR or Thrifty Car Rental locations worldwide. Members must earn the American Express reward card within 12 months of enrollment. If the member has not earned 25 points within the first twelve months after enrollment or if the account has no activity for six (6) consecutive months, all earned points in the account will be forfeited and enrollment in the program will be suspended pending re-enrollment in the program. No reward points will be earned on reservations in which the qualifying PID number is missing, incomplete or incorrect. The company reserves the right to suspend or terminate the program at any time. Other restrictions may apply. For complete “Terms and Conditions,” visit [www.travelagent.dollar.com](http://www.travelagent.dollar.com) or [www.agent.thrifty.com](http://www.agent.thrifty.com).

### **About Dollar Rent A Car and Thrifty Car Rental**

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. Thrifty Car Rental serves value-conscious travelers from more than 1,028 locations in 68 countries. Both brands are subsidiaries of Dollar Thrifty Automotive Group, Inc., a Fortune 1000 Company headquartered in Tulsa, Okla. For additional information, visit [www.dtag.com](http://www.dtag.com) or [www.dollar.com](http://www.dollar.com) or [www.thrifty.com](http://www.thrifty.com).