



Press Release

THRIFTY CAR RENTAL ROLLS PREPAID TOLLS INTO RENTAL RATES IN FLORIDA WITH SPECIAL PROMOTION

TULSA, Okla., Jan. 7 /PRNewswire-FirstCall/ -- Thrifty Car Rental, a subsidiary of Dollar Thrifty Automotive Group, Inc. (NYSE: DTG) is minimizing the stress that takes a toll on globetrotting travelers. That's why it's including Pass24(R) Prepaid Toll Service with select car rental rates at participating Florida locations when customers use any American Express(R) card for payment and make their reservation using Promo Code AXTL. This offer is valid at participating Florida locations through March 31, 2008.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20050405/DATU014LOGO>)

"In our quest to constantly improve the customer experience, Thrifty Car Rental is committed to making travel more convenient for customers," said Brian Carpenter, vice president of sales, marketing and advertising. "With this promotion in Florida, not only will travelers get a great rate with Thrifty, they'll also get the convenience of pre-paid tolls with Pass24."

Rates associated with this promotional code are as follows:

- Intermediate SUV: \$38.00 per day or \$199.00 per week;
- Minivan: \$41.00 per day or \$219.00 per week;
- Premium car: \$44.00 per day or \$227.00 per week; and
- Convertible: \$44.00 per day or \$227.00 per week.

Ordinarily, Pass24 pre-paid toll service is available to 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 AXTL.

To receive this offer, the rental must end by Mar. 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 Thrifty Car Rental locations in Florida, including Orlando, Ft. Lauderdale, Ft. Meyers, Jacksonville, Key West, Miami, Naples, Sanford, Tallahassee, West Palm Beach and Tampa. Pass24 allows drivers to use the SunPass(R) Only and E-Pass(R) Only express lanes on the Florida toll road system, bypassing the cash lanes and eliminating the need to carry exact change, and can be used with any class of vehicle rented. 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 <http://www.rentatoll.com>.

About Thrifty Car Rental

Thrifty Car Rental is a subsidiary of Dollar Thrifty Automotive Group, Inc., a Fortune 1000 Company headquartered in Tulsa, Oklahoma. Together with its corporately-owned locations and those of its franchise owners, the Thrifty Car Rental brand serves value-conscious travelers from more than 1,028 locations in 68 countries. For additional information, visit <http://www.dtag.com> or <http://www.thrifty.com>.

SOURCE: Thrifty Car Rental

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