



**RENT A TOLL**  
Toll Solutions for Car Renters

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## **Rent A Toll®, Ltd Announces the Issuance of the First Patent Providing for A Toll Fee System and Method for Providing Tolling Services to Rental and Corporate Fleet Vehicles**

PLANO, Texas, Sept 10, 2008 /PRNewswire via COMTEX/ -- Rent A Toll®, Ltd announced today that it has been issued the first US Patent in regards to a Toll Fee System and Method for providing tolling services to Rental and Corporate Fleet Vehicles. The patent, US Patent No. 7407097 relates to a toll fee tracking system comprising a toll authority, adapted to collect data associated with at least one toll fee tracking device (typically a transponder) and a toll rental entity (Rent A Toll) adapted to communicate with the toll authority and a third party entity (typically a Rental Car Agency or Corporate Fleet company). The toll rental entity further acts as an intermediary between the toll authority and the rental car or fleet company for the matching of transactional data from the toll authority and the rental car or fleet company.

All thirty four (34) of the claims related to the data transfers, vehicle identification, activation process of the toll fee tracking device, as well as acceptance or declination of the automatic toll payment service and the interactions between both the toll authority and the fleet or rental agency that were submitted by Rent A Toll were accepted by the US Patent Office.

"This is a very important step for Rent A Toll in securing its place as the technology leader in the tolling services industry," stated Rick Welch, President & CEO of Rent A Toll, Ltd which operates Pass24® Pre-paid Tolling Services for Dollar Rent A Car and Thrifty Car Rental as well as Sunshine Rent A Car. "This is just the first of 17 different patents we have submitted for various models of tolling services to third-party operated vehicles. We are pleased and excited that we have been able to secure this patent and look forward to further issuance of other patents in the coming months."

Rent A Toll introduced Pass24® vehicle toll collection services in 2006. The service is currently available in Texas, Colorado, and Florida and will be expanding soon to the Northeastern US and the Chicago area. Pass24® allows car rental customers to utilize toll express lanes instead of stopping to pay the cash toll. Pass24® provides unlimited toll usage per day for one flat fee, and charges are consolidated on the rental receipt. Renters do not have to wait for the charges to show up on their next credit card statement or go to a website to print a receipt.

"The issuance of this patent is just another step in the development of Rent A Toll's over all technology and intellectual property portfolio. It recognizes our technology team's efforts to develop unique and technologically advanced solutions for our Rental Car, Fleet and Toll Authority partners," explained Welch. "It also focuses on the value of the Rent A Toll Organization and it's commitment to our customers, partners and our Midland, TX based investors to continue to develop the most effective solutions to pressing problems for the industry."

About Rent A Toll:

Rent A Toll is a privately held, technology services company located in Plano, TX specializing in automated toll payment solutions for car rental companies, car renters and corporate fleet administrators. All of Rent A Toll's toll solutions focus on guaranteeing toll payments to the toll authorities, elimination of rental car and fleet vehicle violations and providing safe and convenient access to the express toll lanes for the traveler. Rent A Toll is the solution leader with the first patent issued in this industry and 16 patents pending in support of their technology.

For more information on US Patent 7,407,097 please visit <http://www.uspto.gov>

For more information on Rent A Toll, Ltd, please visit <http://www.rentatoll.com>

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