



For Immediate Release

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DOLLAR[®] and Thrifty Car Rental Offer Savings in Florida with Rates that Include Prepaid Tolls

Tulsa, Okla., September 9, 2008 – **Dollar Rent A Car** and **Thrifty Car Rental**, subsidiaries of Dollar Thrifty Automotive Group, Inc. (NYSE: DTG), are clearing the road of obstacles this fall, enabling customers to blow through leaves *and* toll booths – legally, we might add.

DOLLAR[®] and Thrifty 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 a reservation using **Promo Code AX13**. This offer is valid at participating Dollar Rent A Car and Thrifty Car Rental location in Florida from September 1, 2008 through December 15, 2008.

"With school starting and the pressures of work, our customers have enough clutter in their lives that get in the way of them enjoying travel in the fall," said Brian Carpenter, vice president of sales, marketing and advertising. "With this promotion in Florida, travelers have the opportunity to get great rates with Dollar and Thrifty, and they 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:** \$49.00 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 AX13.

(more)

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To receive this offer, the rental must end by December 15, 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 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 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 or www.dollar.com or www.thrifty.com.

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