

Rent A Toll Names Travel Industry Executive as New President and COO

Plano, Tx.; Rent A Toll LTD (RTL), an industry leader in providing innovative technology-based solutions for electronic toll collection of rental cars, today announced the addition of Rick Welch as president and COO. Welch will manage the daily operational aspects of marketing, sales, information technology, human resources, finance and other departments as RTL prepares for an aggressive national rollout of its services beginning in 2007.

Ben Robinson, CEO of RTL, said, "Rick's executive experience with Travelocity and companies controlling four of the eight major rental car brands gives him valuable perspective on how RTL can serve the rental car industry. During his tenure as VP of Sales and Services at Vista Print USA, the company grew from a privately owned startup to a publicly traded company with a market cap of close to \$1 billion."

Debbie Lemon, CMO of RTL, added, "Rick is the caliber of professional that can help RTL add the greatest value to rental car agencies, toll authorities and their customers. We are pleased to add him to our team."

Rick Welch commented on his decision to join RTL. "I know what it is like to grow triple digits in both percentages and revenues. It is critical to have offerings that drive the growth and strong internal systems that facilitate great customer experiences every time they use the product. RTL's elegant simplicity and appeal to the rental car customer is a solution long overdue. In addition, RTL's broad intellectual property portfolio will enable long-term industry leadership, which I feel will make it the clear market leader and innovator. I am pleased to join this team and look forward to building upon this great foundation."

Rick comes to RTL with 16 years in the travel industry, managing the sales and customer service operations of rental cars, hotels, and vacation packaging as well as travel agency operations. His background includes senior management positions with SVP Reservations, Sales and Services for Travelocity, EVP Travel Operations for Cendant Travel, SVP Reservations and Information Services for Certified Vacations, and general manager for Alamo Rental Car.

Rick will be located in Rent A Toll's Plano headquarters.

RTL is a privately held company located in Plano, TX.

For information on RTL, visit, www.rentatoll.com.

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