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MEDIA RELEASE

NATIONAL MUSEUM OF FOREST SERVICE HISTORY HONORS ENTERPRISE HOLDINGS COMMITMENT TO PLANT 50 MILLION TREES

Missoula, Montana, September 8, 2009 – The National Museum of Forest Service History Board today honored Enterprise Holdings as the recipient of the Museum’s Conservation Legacy Award in recognition of the company’s 50 Million Tree Pledge. The award was presented at the Museum’s Annual Meeting in Missoula, Montana.

“The board applauds Enterprise Holdings for its bold commitment to passing on a conservation legacy by planting trees in our national forests and around the globe,” said Gray Reynolds, president, National Museum of Forest Service History. “This exemplary leadership ensures that all the benefits of healthy forests can be enjoyed today and for generations to come.”

Enterprise Holdings operates the Alamo Rent A Car, Enterprise Rent-A-Car and National Car Rental brands as well as Enterprise Fleet Management, Enterprise Commercial Trucks, Enterprise Car Sales and WeCar car sharing. The company launched the 50 Million Tree Pledge – a commitment to plant 50 million trees over 50 years at a cost of \$50 million – in 2006 as part of its environmental stewardship effort. The initiative also marked the company’s 50th anniversary.

As part of the private/public/nonprofit effort, each year until 2056, Enterprise Holdings and the Arbor Day Foundation will work with the U.S. Forest Service to plant 1 million trees in national forests around the country, and in international locations where Enterprise Holdings does business, with the greatest and most immediate needs. Funding for the effort is provided by the Enterprise Holdings Foundation.

Lee Broughton, director of sustainability for Enterprise Holdings, accepted the award on behalf of the company and its executive leadership. “We thank the National Museum of Forest Service History for recognizing partnerships like ours and others that work to sustain and restore the nation’s forest resources to ensure the health of our planet. We are honored to accept this award on behalf of Enterprise Holdings and our partners, the U.S. Forest Service and the Arbor Day Foundation.”

To date, nearly 4 million trees have been planted across Alabama, California, Colorado, Idaho, Michigan, Montana, Oregon, South Dakota, Canada, Germany and Scotland. In 2009, a total of more than 800,000 trees were planted in Bitterroot, Helena, Clearwater, Deschutes, Nez Perce and Hiawatha National Forests.

“Wildfire, drought, floods, insect infestations and invasive plants continue to alter the landscapes of our national forests. On behalf of our national forests, I join the Museum in recognizing Enterprise and the Arbor Day Foundation for their remarkable commitment to restoring our public lands,” said US Forest Service Chief Tom Tidwell.

“Our nation’s forests are among America’s most cherished resources,” said Enterprise Holdings Chairman and CEO Andy Taylor. “Now in the fourth year of our pledge, Enterprise Holdings is continuing our long-term commitment to help restore public lands so that they can thrive today and for generations to come.”

The Conservation Legacy Award recognizes an organization, company, or individual that demonstrates an exceptional commitment to advancing the legacy of conservation of our national forests and grasslands, invites the participation of the public and like-minded organizations, and exhibits the esprit de corps that has served for more than one hundred years to define the work of the U.S. Forest Service and its cooperators in the private and nonprofit sectors.

About the National Museum of Forest Service History

The National Museum of Forest Service History, a national nonprofit organization founded in 1988, is dedicated to collecting, preserving, and interpreting the entire national history of the USDA Forest Service for the education and enjoyment of the general public, scholars, and historical researchers. For more information, visit www.nmfs-history.net

About Enterprise Holdings

With industry-leading rental car brands including Alamo Rent A Car, Enterprise Rent-A-Car and National Car Rental, Enterprise Holdings owns and operates the largest fleet of passenger vehicles in the world today – more than 1 million cars and trucks. Other Enterprise Holdings business lines include Enterprise Fleet Management, Enterprise Commercial Trucks, Enterprise Car Sales and WeCar car sharing.

Ranked No. 21 on the *Forbes* Top 500 Private Companies in America list, Enterprise Holdings is North America’s largest rental car company. Headquartered in St. Louis, Enterprise Holdings operates a network of more than 8,000 car rental locations in neighborhoods and at airports worldwide and is the most comprehensive service provider in the industry, unparalleled in size, strength and stability. In North America, Enterprise Holdings is part of a global strategic alliance with Europcar, creating the world’s largest car rental network. For more information about Enterprise Holdings, visit www.enterpriseholdings.com.
