

AVIS PARTNERS WITH CELLPOINTMOBILE TO IMPROVE CUSTOMER RESERVATIONS AND FEEDBACK SYSTEM

***Customers Will Be Able To Modify Reservations and Give Feedback AVIS Effortlessly Via
Mobile Devices***

Copenhagen – April 10th, 2008 – AVIS has signed an agreement with Cellpoint Mobile to greatly improve their use of SMS capabilities for their reservation confirmation system. This new system will allow customers to add Mobile Internet or a GPS system to their reservations without having to contact an individual AVIS representative directly. In addition, customers will also be able to provide feedback regarding their rental experience to AVIS via SMS after their rental vehicle has been returned.

For the past several years, AVIS has used SMS to communicate with customers as part of the reservation process. As consumers continue to seek simple and convenient ways to streamline their lives, AVIS has decided to partner with CellPoint Mobile to offer renters additional features that make the rental process easier than ever before.

“Our customers are always seeking ways to streamline their lives via mobile devices. AVIS’ strategy is to be on the forefront of customer communication through the mobile channel,” Philip Schack, Commercial Director, AVIS Scandinavia. “Moving advanced reservation and feedback features to mobile phones is a natural evolution for our business. Our customers are already using their mobile phones as an integral part of their day-to-day lives. By offering these new options, we can further communicate with our customers in a manner that is appealing and convenient to them.”

AVIS’ partnership with Cellpoint Mobile is just one way innovative companies are looking to engage consumers through their mobile phones. Cellpoint Mobile has a strong history of helping forward thinking brands find new ways to improve and streamline customer interaction via their proprietary suite of products.

“AVIS has always had the advanced vision to interact with their customers in whatever manner was most preferred by the customer. As AVIS sees incredibly high transaction volumes each day, it is important to them that they entrust their mobile communications to a company they knew had a history of successful customer facing endeavours in the mobile space,” stated Kristian Gjerding, CEO of Cellpoint Mobile. “While reservation modifications and experience feedback are some of the initial things we’ll be working on with, the possibilities to engage consumers further via their mobiles is near endless. I believe that this is just the first of several innovative offerings that we will implement for AVIS over the coming years.”

AVIS expects to be able to offer the new SMS capabilities to their customers in the summer of 2008.

About Cellpoint Mobile

Cellpoint Mobile is a provider of mobile solution offering simple, reliable, and empowering wireless products to improve sales, efficiency and significant cost savings to customers. Cellpoint Mobile supplies global brands with turnkey mobile value added marketing services enabling businesses to engage in a focused dialogue with their consumers. With rapid growth, Cellpoint Mobile is positioned to supply access to mobile users in Europe and North America where they have been established since 2002.

Contact:

Kristian Gjerding, CEO

kristian.gjerding@cellpointmobile.com

+45 20 10 17 15

www.cellpointmobile.com

About Avis

AVIS is one of the world's largest international car rental companies with offices in 160 countries. Every office has the same service philosophy: We try harder. AVIS is Denmark's largest company within the rental sector with over 2500 cars, 46 offices and 220 employees.

Contact:

Philip Schack, Commercial Director

p.schack@avis.dk

+45 33 26 80 30

www.avis.dk / www.avis.com