

Hertz Announces Pricing of Approximately \$750 Million Term Asset-Backed Notes

PARK RIDGE, NJ, Jul 19, 2010 (MARKETWIRE via COMTEX) -- Hertz Global Holdings, Inc. (the "Company") (NYSE: HTZ) announced today that its subsidiary Hertz Vehicle Financing LLC ("HVF"), a special purpose limited liability company of which The Hertz Corporation ("Hertz"), a wholly-owned subsidiary of the Company, is the sole member, priced approximately \$750 million in aggregate principal amount of 3 year, 5 year and 7 year Series 2010-1 Rental Car Asset Backed Notes, Class A (the "Class A Notes") and Class B (the "Class B Notes," and together with the Class A Notes, the "Notes"), rated "Aaa" and "Baa2" by Moody's, respectively. The Class B Notes are subordinated to the Class A Notes.

The \$225 million of 3 year Class A Notes carry a 2.60% coupon (2.62% yield), the \$34.56 million of 3 year Class B Notes carry a 5.02% coupon (5.07% yield), the \$325 million of 5 year Class A Notes carry a 3.74% coupon (3.78% yield), the \$49.92 million of 5 year Class B Notes carry a 5.70% coupon (5.78% yield), the \$100 million of 7 year Class A Notes carry a 4.73% coupon (4.78% yield), and the \$15.36 million of 7 year Class B Notes carry a 6.44% coupon (6.53% yield). The 3 year notes, 5 year notes and 7 year notes have expected final maturities in 2014, 2016 and 2018, respectively. The Notes are to be sold only to qualified institutional buyers in an offering exempt from registration pursuant to Rule 144A of the Securities Act of 1933, as amended (the "Securities Act"), and to investors outside the United States pursuant to Regulation S under the Securities Act. The net proceeds of the offering will be used, to the extent permitted, to purchase vehicles under the ABS program of HVF, to pay other ABS indebtedness or distributed to The Hertz Corporation and used for general purposes. The offering is expected to close on July 22, 2010 subject to customary closing conditions.

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these securities and shall not constitute an offer, solicitation or sale in any jurisdiction in which such offer, solicitation or sale is unlawful. The Notes have not been and will not be registered under the Securities Act or any applicable state securities laws and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements.

Cautionary Note Regarding Forward-Looking Statements

Certain statements contained in this press release include "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements often include words such as "believe," "expect," "project," "anticipate," "intend," "plan," "estimate," "seek," "will," "may," "would," "should," "could," "forecasts" or similar expressions. These statements are based on certain assumptions that the Company has made in light of its experience in the industry as well as its perceptions of historical trends, current conditions, expected future developments and other factors that the Company believes are appropriate in these circumstances. The Company believes these judgments are reasonable, but you should understand that these statements are not guarantees of performance or results, and the outcome of the offering (including whether such can be completed or completed on terms acceptable to the Company) could differ materially from those expressed in the forward-looking statements due to a variety of important factors, both positive and negative. Among other items, such factors could include the effect of the debt markets on the offering and the Company's ability to satisfy the closing conditions to the offering. In light of these risks, uncertainties and assumptions, the

Company cautions you against relying on these forward-looking statements. All forward-looking statements attributable to the Company or persons acting on the Company's behalf are expressly qualified in their entirety by the foregoing cautionary statements. All such statements speak only as of the date made and the Company undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

ABOUT THE COMPANY Hertz is the largest worldwide airport general use car rental brand operating from more than 8,200 locations in 146 countries worldwide. Hertz is the number one airport car rental brand in the U.S. and at 81 major airports in Europe, operating both corporate and licensee locations in cities and airports in North America, Europe, Latin America, Asia, Australia and New Zealand. In addition, the Company has licensee locations in cities and airports in Africa and the Middle East. Product and service initiatives such as Hertz #1 Club Gold(R), NeverLost(R) customized, onboard navigation systems, SIRIUS XM Satellite Radio, and unique cars and SUVs offered through the Company's Prestige, Fun and Green Collections, set Hertz apart from the competition. The Company also operates the Advantage car rental brand at 26 airports in the U.S., global car sharing club, Connect by Hertz, in New York City, Berlin, London, Madrid and Paris. Hertz also operates one of the world's largest equipment rental businesses, Hertz Equipment Rental Corporation, offering a diverse line of equipment, including tools and supplies, and new and used equipment for sale, to customers ranging from major industrial companies to local contractors and consumers from approximately 325 branches in the United States, Canada, China, France and Spain.

SOURCE: The Hertz Corporation

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