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**HERTZ NEVERLOST® ENTERS SMARTPHONE APP MARKET
WITH FIRST MOBILE APPLICATION, MY EXPLORE HAWAII™**

My Explore Hawaii™ a must-have travel guide to Hawaii's most visited islands

PLANO, TX – DEC. 16, 2010 – Navigation Solutions, developer of the innovative Hertz NeverLost® Gen5 navigation unit and supporting travel services, hit the road this fall with a new mobile application brand, My Explore, driving its travel services toward emerging technologies and customized travel products.

The My Explore brand from Hertz NeverLost, announced by Roger A. Stevens, president and CEO of Navigation Solutions, LLC, represents a new path for this Plano, TX-based company as it evolves from a navigation-centric company to a creator and provider of content and connected services for the business and leisure travel market.

“Our goal is to bring value to our customers with exemplary travel services that complement the NeverLost system. We believe that our entry into the mobile application market with My Explore will add an entirely new dimension not only to our business, but also to the customer experience,” commented Stevens.

Complementing Hertz’s recently introduced NeverLost Explore Hawaii feature on the Gen5 unit, My Explore Hawaii rolls out on the iPhone platform under NeverLost’s new My Explore™ mobile application brand just in time for the holidays. Packed with rich multi-media content that brings to life the magic and allure of Hawaii’s most popular islands—Oahu, Kauai, Maui, and Big Island (Hawaii)—My Explore Hawaii is the smartphone “must have” travel guide for all things Hawaii.

My Explore Hawaii boasts hundreds of ideas for visiting natural attractions and historic sites, the best beaches, enjoying guided excursions, activities for family, golf, shopping and current events on the four main islands. All are easily searchable by category or island. Its vibrant images, voice narrative, and text descriptions capture the Hawaiian spirit, making it ideal for travel planning as well as an essential guide for exploring all that the islands have to offer.

Additional key features of My Explore Hawaii, typically not available on other travel apps, include:

- Event listings over a 30-day period with start times, contact information, and ticket information so you can catch the latest festivals, concerts, and seasonal activities;
- Route listing from your current location to desired location by car, public transportation or on foot;
- Augmented Reality with audio output to enhance your visual experience and that simulates a personal tour guide;
- The unique capability to share your experiences with family and friends on Facebook, Twitter and Flickr by posting to My Explore’s Facebook Wall or connecting directly to My Explore follower Tweets;
- Weather updates with current conditions and three-day forecasts for each island;
- NeverLost Quick Codes™ for entering into Hertz’s NeverLost Explore Hawaii GPS unit, affording NeverLost customers a short-cut for turn-by-turn directions to locations within My Explore Hawaii’s Category and Islands sections;

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- Bookmark feature to flag your favorite Hawaiian hot spots and organize selected destinations via an available map view that shows sites in relation to each other;
- Free-form search for specific listings using a word or phrase.

My Explore Hawaii may be purchased through the Apple iTunes store for \$4.99.

For more information about Hertz NeverLost® My Explore Hawaii™, contact Graham Weedon, Communications Director, Navigation Solutions, 3314 N. Central Expressway, Plano, TX 75074, or call 972-461-4517. E-mail: gweedon@navigationolutions.com or visit www.neverlost.com/myexplore. Visit My Explore Hawaii on Twitter at <http://twitter.com/myexplore> and on Facebook at www.Facebook.com/MyExplore.

About NeverLost

Introduced in 1997, the Hertz NeverLost® system was the car rental industry's first in-car navigation system. The Hertz NeverLost system is a user-friendly and customizable route-guidance system that provides turn-by-turn audio and visual driving directions to virtually any destination in the United States, Canada and Puerto Rico. Voice prompts provided in 10 languages (including English, Dutch, French, German, Italian, Japanese, Spanish, Portuguese, Korean, and Chinese) cater to worldwide travelers. The Hertz NeverLost system has a full coverage map database that includes millions of pre-programmed destinations in dozens of categories like Hotels, Restaurants, Gas Stations, and Shopping. In addition, it goes beyond maps and directions with Online Trip Planning™, Concierge Assisted Routing, Popular Chains™, and specially selected Local Attractions. In the Hawaii market, Hertz NeverLost offers NeverLost Explore Hawaii, an interactive Hawaiian travel guide on NeverLost Gen5 units, featuring a comprehensive listing of attractions, activities, hotels, restaurants, weather, flights and more for the islands of Oahu, Maui, Kauai, and Big Island. NeverLost also develops and markets customized destination-specific smartphone mobile applications for travel under the My Explore™ mobile app brand.

About The Hertz Corporation

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc. (NYSE: HTZ), is the world's largest general use car rental brand, operating from approximately 8,200 locations in 146 countries worldwide. Hertz is the No.1 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®, NeverLost® 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. Connect by Hertz, Hertz's global car club, operates in Berlin, London, Madrid, New York City 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, as well as 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.

To make car rental reservations or for more information, customers can call their travel agent, or call Hertz toll-free at 1-800-654-3131. Information and reservations are also available on the web at www.hertz.com. For information on Hertz Equipment Rental, visit the company on the web at www.hertzequip.com.

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