



HERTZ AND LIVE NATION ENTERTAINMENT FORM ALLIANCE CONNECTING MILLIONS OF LIVE MUSIC FANS WITH THE LEADER IN CAR RENTAL SERVICES

'MOVIN' WITH MUSIC' Expands Presence among Current and Next Generation Travelers

LOS ANGELES AND PARK RIDGE (December 5, 2011) – The Hertz Corporation (NYSE: HTZ) today announces Hertz 'Movin' with Music' and a groundbreaking, multi-year sponsorship and marketing alliance with Live Nation Entertainment (NYSE:LYV). The alliance will enable Hertz to reach millions of live music fans and becomes Live Nation's exclusive car rental partner in the United States and Canada. Hertz car rental services and Hertz NeverLost driving directions will be offered to Live Nation's vast audience of concert goers online through Ticketmaster.com and LiveNation.com reaching more than 26 million monthly unique visitors.

A three-pronged program, Hertz 'Movin' with Music' includes the Live Nation alliance which encompasses numerous multi-faceted consumer engagement programs, the introduction later in 2012 of Hertz Live Radio which will be streamed at Hertz facilities and on Hertz buses, and the Hertz Music Store where Hertz Gold Plus Rewards members will be able to use their reward points to acquire music online.

"Experiencing live music is a valued passion for a wide range of consumers. By partnering with Live Nation, one of the most significant forces in the music industry and the owner of Ticketmaster, Hertz will engage directly with fans by becoming an integral part of the live entertainment process as they purchase tickets, attend events and share their experiences with friends," commented Hertz Chairman and Chief Executive Officer, Mark P. Frissora. "By closely aligning Hertz with live music and tapping into Live Nation's multi-channel network, we are changing how we drive interaction among existing and potential customers. This is promotion and eCommerce at its best – delivering enhanced value to consumers by providing easy access to Hertz and generating sales to our bottom line while defining and building brand affinity."

As the official rental car marketing partner for Live Nation, Hertz car rental booking capabilities and Hertz NeverLost navigation technology for event venue directions will be integrated into multiple touch points across Ticketmaster. Both companies will employ social media and mobile apps to introduce a broad range of fan resources, sweepstakes and special offers. On-site, Hertz will receive prominent exposure at 75 Live Nation-owned entertainment venues located in more than 25 of the nation's largest markets, including Hertz VIP Parking at a select number of Live Nation amphitheaters. Hertz Equipment Rental will also be Live Nation's official equipment provider, supporting staging activities for many of Live Nation's concert productions.

"This is a natural business alliance that taps into the power of live music and our integrated marketing and eCommerce platform to power the Hertz brand, increase customer engagement and drive measurable results," said Russell Wallach, President of Live Nation Network. "By aligning with Live Nation, Hertz will expand its appeal across a diverse spectrum of passionate music fans, both young and old. Moreover, this partnership works on a B2B level as Live Nation will now utilize Hertz products and services to conduct our business, further increasing exposure of the Hertz brand and strengthening the economic value of the alliance."

In addition to car and equipment rental, Hertz plans to launch promotional activities that connect all portfolio businesses to the Live Nation alliance, including commercial and leasing sales. For rental cars, several major promotional activities will be staged in 2012 that provide opportunities for music fans to get close and personal with their favorite artists by showing their "fan passion" via social media, and by driving Hertz cars to concerts across the US. The first artist driven promotion will feature the electric soul

pop band Fitz And The Tantrums with details to be announced soon (<http://bit.ly/HertzLiveNationFitzandtheTantrums>).

The Hertz/Live Nation partnership taps into virtually every facet of Live Nation Entertainment's integrated marketing and eCommerce network, spanning every stage of the live entertainment experience from ticketing and concerts to mobile and social media. The program, which is designed to build brand awareness and drive sales among a broad range of demographic groups, will drive consumer engagement for Hertz and expose the brand to millions of fans before, during and after live music events. The far-reaching alliance creatively combines traditional and digital media advertising, social media, mobile, special events and artist affinity offers, and integrated point-of-sale opportunities cross-tied to ticketing and car rental transactions.

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About Live Nation Entertainment:

Live Nation Entertainment is the world's leading live entertainment and eCommerce company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Front Line Management Group and Live Nation Network. Ticketmaster.com is the global event ticketing leader and one of the world's top five eCommerce sites, with over 26 million monthly unique visitors. Live Nation Concerts produces over 20,000 shows annually for more than 2,000 artists globally. Front Line is the world's top artist management company, representing over 250 artists. These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling over 800 advertisers to tap into the 200 million consumers Live Nation delivers annually through its live event and digital platforms. For additional information, visit www.livenation.com/investors.

About Hertz:

Hertz is the largest worldwide airport general use car rental brand operating from more than 8,500 locations in 146 countries worldwide. Hertz is the number one airport car rental brand in the U.S. and at 83 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. The company also operates the advantage car rental brand at 26 airports in the U.S. In addition, Hertz operates one of the world's largest equipment rental businesses, Hertz Equipment Rental Corporation, offering a diverse line of rental equipment, including tools and supplies, and new and used equipment for sale from approximately 325 branches in the United States, Canada, China, France, Italy, Spain and Saudi Arabia. For more information, please see www.hertz.com.

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