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Media Contact:

Matt Langan
L&R Communications
802-768-8030
matt@landrcomm.com

Media Contact:

Paula Rivera
The Hertz Corporation
201-307-2824
privera@hertz.com

Hertz Enhances Cost Savings with Fresh Wave IAQ All-Natural Odor Neutralizers

*Effectively Addresses Any Odor Problems That Arise in Rental Cars, Minimizing
Customer Complaints and Enhancing Fleet Utilization*

*OMI Industries, Manufacturer of Fresh Wave IAQ, Expands into Commercial
Market with Hertz Partnership*

Park Ridge, NJ and Barrington, Ill., July 31, 2009—A costly and ongoing challenge in the rental car business is ensuring that rental cars are odor free for its customers. The Hertz Corporation has taken innovative measures and is using the latest technology to ensure its rental cars are odor free by partnering with OMI Industries, manufacturer of Fresh Wave IAQ, an all-natural odor neutralizing technology.

Through the agreement, Hertz is currently using Fresh Wave IAQ technology, a “green” technology, in its cars at rental locations at 72 major U.S. and Canadian airports. In addition, Hertz is introducing Fresh Wave IAQ at 1,000 off-airport locations and 170 licensee locations across the U.S., as well as at Hertz locations at London’s Heathrow and Stansted airports.

“Addressing odor problems is a common challenge for any rental car provider – it can keep cars off the road and result in dissatisfied customers,” said Kent Seavey, Hertz Division Vice President, Operations Support, North America. “We wanted to take a progressive approach toward odor neutralization by finding an innovative partner that provides a ‘green’ technology to help us meet these demands, and Fresh Wave IAQ was clearly the best choice. Working collaboratively with OMI, we pioneered a solution that is having an immediate and significant impact on achieving our objectives.”

Prior to partnering with OMI Industries, Hertz conducted extensive research seeking a solution to eliminate odors in its vehicles. OMI's technical expertise, the science behind its odor neutralizing products, and the fact that Fresh Wave IAQ is safe for Hertz employees and customers, placed OMI Industries in the forefront of other suppliers. Hertz worked with OMI to develop their commercial offering, enabling OMI to expand its consumer Fresh Wave brand into the commercial sector as a result of the partnership.

Unlike other solutions on the market that merely mask odors, Fresh Wave IAQ completely neutralizes odors using only natural ingredients. Comprised of natural plant extracts, the products are biodegradable and non-toxic making them ideal for commercial businesses interested in green/sustainable practices. The product also has a Material Safety Data Sheet (MSDS) that compares it to water – ensuring the highest level of safety when using it.

“We are very excited to provide our odor neutralizing solution to a global company like Hertz Corporation,” said Phil Coffey, President of OMI Industries. “What makes this partnership unique is that it has driven us to expand our consumer and industrial offerings into the commercial sector. As such, we are looking to expand this line of business further in 2009 and beyond.”

About Hertz Corporation

The Hertz Corporation (the “Company”), a subsidiary of Hertz Holdings, is the world's largest general use car rental brand, operating from approximately 8,000 locations in 145 countries worldwide. Hertz is the number one airport car rental brand in the U.S. and at 42 major airports in Europe, operating both corporate and licensee locations in cities and airports in North America, Europe, Latin America, Australia and New Zealand. In addition, the Company has licensee locations in cities and airports in Africa, Asia, and the Middle East. Product and service initiatives such as Hertz #1 Club Gold®, NeverLost® customized, onboard navigation systems, SIRIUS Satellite Radio®, and unique cars and SUVs offered through the Company's Prestige, Fun and Green Collections, set Hertz apart from the competition. In 2008, the Company launched Connect by Hertz, entering the global car sharing market in London, New York City and Paris. The Company 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 330 branches in the United States, Canada, China, France and Spain.

About OMI Industries

OMI Industries (www.omi-industries.com) is a worldwide leader in providing odor abatement solutions ranging from heavy industrial to consumer applications. The company's engineering solutions solve a variety of organic and inorganic odor control issues. OMI Industries owns three unique brands: Fresh Wave® IAQ (commercial), Ecosorb® (industrial) and Fresh Wave® (consumer).

OMI Industries is a privately-held corporation founded in 1989 comprised of industrial, commercial, and consumer divisions. Its international corporate headquarters are in the greater Chicagoland-area at 18-6 E. Dundee Road, Suite 101 in Barrington, Ill., 60010. OMI has manufacturing, warehousing and a research and development facility in LaPorte, Texas; Rising Sun, Indiana and Ventura, California, respectively.

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