

Examples of Product News Releases

Abercrombie & Fitch

Messy Cell Phone Cord Dock

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Microsoft Vista

Merriam-Webster Dictionary for iPod

Nordstrom Store Opening

Enterprise Rent-A-Car Green Location



Abercrombie Chooses In-Store Scent Technology

NEW ALBANY, Ohio, Sept. 18 /PRNewswire-FirstCall/ -- Abercrombie & Fitch (NYSE: [ANF](#)) announced today that it has concluded an agreement with scent technology and media company Prolitec Inc. to provide scent ambience services for its retail locations.

An Abercrombie spokesperson said, "Prolitec is the technology leader in the use of scent in public spaces. We are pleased to partner with them as our provider of in-store scent."

"Prolitec is proud to support Abercrombie & Fitch, given their commitment to a multi-sensory store experience," said Prolitec Vice President Roger Bensinger.

Prolitec is a privately-held technology-enabled services company specializing in indoor air quality and scent as a medium of communications. Prolitec serves clients throughout the US and globally.

SOURCE Abercrombie & Fitch

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Related links:

- <http://www.abercrombie.com>
- <http://www.abercrombiekids.com>
- <http://www.hollisterco.com>
- <http://www.RUEHL.com>

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Feature News



Messy Cellphone Cords Get Neatly Wired with New E-ZCHARGE(TM) Dock



Long, clumsy wires from charging cellphones, iPods and Bluetooths are a thing of the past with new E-ZCHARGE cradle-dock, available at www.E-ZCHARGE.com. Neatly wired is the way to go for uncluttered countertops, not to mention toddler and pet safety for those who charge their phones on low wall outlets. No electrical connection, just clean, organized functionality with your existing chargers that attach to E-ZCHARGE and plug in as always. 1-866-99-EZCHARGE. (PRNewsFoto/E-ZCHARGE(TM))

BOCA RATON, FL UNITED STATES

Make long, tangled and clumsy wires a thing of the past

BOCA RATON, Fla., Sept. 18 /PRNewswire/ - A new docking station that manages long, unattractive wires when charging cellphones, iPods and Bluetooths: The E-ZCHARGE(TM) docking station is a U-shaped cradle and post that adheres directly to any phone or device's charger without touching an electrical outlet.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080918/NYFNSQ01>)

The E-ZCHARGE ribbed inset provides a non-slip surface, and is made of sturdy polycarbonate plastic for durability and protection. The E-ZCHARGE solves the problem of unwieldy and unsightly wires that consumers have begrudgingly accepted in lieu of neat kitchen countertops and floors. It unclutters as well as organizes for predictable storage and charging. And the safety factor is there to protect children and pets when charging on low wall outlets. E-ZCHARGE is available at <http://www.E-ZCHARGE.com>, in catalogs and in retail stores this fall.

"Tangled wires were in every room in my house and the idea hit me one day when I tripped on one that was lying on the floor," said Rick Shuster, inventor and founder of E-ZCHARGE. "I then started noticing that my kitchen countertop was neat except for all those wires. I knew I couldn't be the only one bothered by this. So I asked around and I found a lot of other people had the same annoyance. It's also safer to keep long wires away from children and pets who play with and gnaw on these wires."

E-ZCHARGE is an innovative non-electrical plastic stand that, with commercial-grade heat-resistant, double-sided tape, affixes to the charging module of small personal electronic devices. The excess cord that is on charging devices gets wrapped around the post, and the end of the wire is held in place by a patented hook. It is small at 2" x 2-1/2" x 1/2", lightweight (1 oz.), travels well, and is inexpensive. E-ZCHARGE is also available with imprinted corporate logos and signature colors, and is now available in black, white and grey.



Averatec Announces 10.2 Inch Netbook PC to US Market

Averatec's Buddy adds a new dimension to the companion PC Market

SANTA ANA, Calif., Sept. 19 /PRNewswire/ -- Announced today, Trigem USA and its Averatec brand has formally entered the netbook personal computer market. Aptly named the Averatec Buddy, this new companion notebook is the best solution to fulfill the growing need for an ultra portable, daily use computer. The Averatec Buddy is the second offering based on the Intel(R) Atom(TM) processor family. Featuring a generous keyboard for its diminutive size, the Buddy boasts 10.2" LCD screen and 160GB of storage memory.

The Averatec brand, predominantly known for its style conscious, innovative mobile products, has hit the right chord with the launch of this companion notebook product. "The timing and launch of Buddy is a welcomed addition for our customer base. Buddy as well as our all new 18.4" All-In-One desktop will clearly emphasize our commitment to our customers and our desire to be on the leading edge of these emerging computer trends," commented Darren Lee, Director of Marketing at Trigem USA. "It has been an exciting time for us, the scope and breadth of our product line really caters to what our market has been asking for," Lee further states.

The Averatec Buddy is the solution for those who are out and about. Buddy's overall size, weight and usable functionality make for a perfect travel companion for the road. Buddy features Windows(R) XP Home Operating System plus Intel(R) Atom(R) processor (N270 1.6Ghz), 1GB of system memory, 160GB of storage, and built in WLAN.

The Averatec Buddy 10.2" netbook PC will be available at major online resellers and through Averatec online at <http://www.shopaveratec.com>. Pricing for the Averatec All-In-One PC products have an estimated MSRP of \$449.99. Trigem USA's products are backed by a one-year limited warranty and one-year, toll-free technical support available Monday through Friday 8-5 PDT.

About Averatec

Based in Orange County, California, Trigem USA, Inc. (<http://www.trigemusa.com>) is a leading provider of innovative electronic products and is dedicated to delivering the highest quality products backed by superior service. Averatec has been recognized with numerous editorial awards for its high-value product lines. Its products reach all market segments, including corporate, small business, education and home, and are sold through major national retailers and online retail partners, as well as direct through <http://www.shopaveratec.com>. For more information about TriGem USA, Inc. and its Averatec branded product line, please visit <http://www.trigemusa.com>.

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Caterpillar to Unveil the Next Generation of Mining Trucks

Mechanical and Electric Drive Trucks to be Showcased at MINExpo 2008

PEORIA, Ill., Sept. 19 /PRNewswire-FirstCall/ -- Caterpillar Inc. (NYSE: [CAT](#)) is unveiling the next generation of mining trucks at MINExpo 2008 in Las Vegas, NV. Along with improved safety features, Tier 2 compliant engines and new integrated technologies in the existing Cat mining fleet, the company has developed electric drive mining trucks that will debut at the expo September 22-24, 2008.

"When our customers asked us for improvements to our mining trucks, we responded by making a record investment in every single truck in our line, as well as the increased capacity to produce more of them," said Caterpillar Group President Stu Levenick. "New technologies have allowed us to make trucks more reliable, easier to maintain and more friendly to the operator and to the environment".

While Caterpillar believes mechanical drive is the best solution for the vast majority of situations, the company listened to its customers and explored the situations and conditions where electric drive would be the preferred option. As the only manufacturer of 200-ton and above mining trucks with both drives, Cat is able to offer trucks that address all of its customers' preferences.

"Cat will produce mining trucks for every application -- uphill, downhill, flat or extreme conditions -- and now with electric as well as mechanical drive," said Chris Curfman, president of Cat Global Mining & vice president of Caterpillar Inc.

At MINExpo 2008 Caterpillar will introduce four new trucks. The 793 series in the 240- to 250-ton class will be available in both mechanical (793F) and electric (793F AC) versions. The 345-ton 795F AC, a new size for Caterpillar, will be available in electric drive only, while the flagship 797B is replaced by the new 797F mechanical drive, maintaining its 380- to 400-ton target payload. The 797F and 795F AC, along with the recently introduced 777F, will be displayed on the exhibit floor. Completing Caterpillar's new mining truck line will be new versions of the 785 and 789 mechanical drive trucks, upgraded to meet customer requirements for safety, serviceability, operator comfort and emission standards.

"The breadth of our product line puts our customers in a unique position to evaluate and select the best fit for their operations," said Curfman. "Every machine is designed, built, serviced and supported by Caterpillar and the Cat dealer network, so customers get higher availability and a lower cost per ton -- from one reliable source."

In the late 1960s Caterpillar was one of the first manufacturers to commercialize electric-drive trucks but elected to focus its design and

development efforts on mechanical drive. With advances in AC drive technology, coupled with proven components and technologies from existing Caterpillar products, the company concluded it was the appropriate time to make electric drive available to its customers as a complement to its highly successful mechanical drive.

The next generation of trucks will be phased into production over the next two years, with the Cat AC drive models expected to go into production in late 2010.

About Caterpillar:

For more than 80 years, Caterpillar Inc. has been making progress possible and driving positive and sustainable change on every continent. With 2007 sales and revenues of \$44.958 billion, Caterpillar is the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines and industrial gas turbines. The company also is a leading services provider through Caterpillar Financial Services, Caterpillar Remanufacturing Services, Caterpillar Logistics Services and Progress Rail Services. More information is available at: <http://www.cat.com/>.

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Certain statements in this release relate to future events and expectations and as such constitute forward-looking statements involving known and unknown factors that may cause actual results of Caterpillar Inc. to be different from those expressed or implied in the forward-looking statements. In this context, words such as "will", "expect", "anticipate" or other similar words and phrases often identify forward-looking statements made on behalf of Caterpillar. It is important to note that actual results of the company may differ materially from those described or implied in such forward-looking statements based on a number of factors and uncertainties, including, but not limited to, changes in economic conditions; currency exchange or interest rates; political stability; market acceptance of the company's products and services; significant changes in the competitive environment; epidemic diseases; changes in law, regulations and tax rates; and other general economic, business and financing conditions and factors described in more detail in the company's Form 10-Q filed with the Securities and Exchange Commission on August 1, 2008. This filing is available on our website at <http://www.cat.com/secfilings>. We do not undertake to update our forward-looking statements.

SOURCE Caterpillar Inc.

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Related links:

- <http://www.CAT.com>



Microsoft Unveils Windows Vista Product Lineup

Offerings deliver unique value across business and consumer audiences.

REDMOND, Wash. — Feb. 26, 2006 — Microsoft Corp. today announced the product lineup of its upcoming Windows Vista™ operating system. Scheduled for release later this year, the Microsoft® Windows Vista product lineup will bring clarity to customers' digital world by helping them easily accomplish everyday tasks, instantly find what they want, enjoy the latest in entertainment, improve the safety of their personal information, stay connected at home or on the go, and help ensure PCs are up-to-date, more secure and running smoothly.

The Windows Vista product lineup consists of six versions, two for businesses, three for consumers, and one for emerging markets: Windows Vista Business, Windows Vista Enterprise, Windows Vista Home Basic, Windows Vista Home Premium, Windows Vista Ultimate and Windows Vista Starter. The number of offerings is the same as the number of offerings currently available for Windows® XP. More important, the lineup is designed to deliver clear value to a broad range of customers, each product tailored to meet specific needs of various segments of customers — home PC users, small and medium-sized businesses and the largest enterprises — and is aimed at bringing 64-bit, Media Center and Tablet PC functionality into the mainstream.

"We live in a digital world that is filled with more information, more things to do and more ways to communicate with others than ever," said Mike Sievert, corporate vice president of Windows Product Management and Marketing at Microsoft. "The PC needs to give people the clarity and confidence to handle this 'world of more' so they can focus on what's most important to them. With our Windows Vista product line, we've streamlined and tailored our product lineup to provide what our customers want for today's computing needs."

Windows Vista: Designed for Businesses of All Sizes

Business customers can choose from two versions that are designed to meet their needs, based on the size and scale of their organizations:

- **Windows Vista Business.** Windows Vista Business is the operating system designed for organizations of all sizes. For small businesses, Windows Vista Business will help keep PCs running smoothly and more securely so they are less reliant on dedicated IT support. For larger organizations, Windows Vista Business will provide dramatic new infrastructure improvements that will enable IT staff to spend less time focused on day-to-day maintenance of PCs and more time on adding strategic value to the organization. These are some of the specific features of Windows Vista Business:
 - A new user interface, named Windows Aero™, is designed to deliver the most productive, highest-performing desktop experience possible. Windows Aero will provide a professional-looking, transparent glass design, with subtle effects such as dynamic reflections and smooth animations, along with Windows Flip and Flip 3D desktop navigation features.
 - In addition to these navigation improvements, Windows Vista Business makes it easier than ever to manage huge volumes of business documents. By integrating search throughout the operating system and providing new ways to organize files, Windows Vista Business helps business users quickly find exactly what they are looking for.
 - Windows Tablet PC technology provides built-in handwriting recognition and enables interaction with the PC with a digital pen or fingertip instead of a keyboard.
- **Windows Vista Enterprise.** To better address the needs of large global organizations and those with highly complex IT infrastructures, Windows Vista Enterprise is designed to significantly lower IT costs and risk. In addition to all the features available in Windows Vista Business, Windows Vista Enterprise is designed to

Related Links

Microsoft Resources:

- [Windows Vista Press Materials](#)
- [Windows Client Newsroom on PressPass](#)

provide higher levels of data protection using hardware-based encryption technology. It will also include tools to improve application compatibility and will enable organizations to standardize on a single worldwide deployment image with the inclusion of all Windows user-interface languages. Windows Vista Enterprise will be available only to customers who have PCs covered by Microsoft Software Assurance or a Microsoft Enterprise Agreement. These are some of the specific Windows Vista Enterprise features:

- Windows BitLocker™ Drive Encryption helps prevent sensitive data and intellectual property from falling into the wrong hands if a computer is lost or stolen.
- Virtual PC Express is one of several built-in tools that improve application compatibility with previous versions of Microsoft operating systems. Virtual PC Express enables a legacy application to run unchanged on a legacy Windows operating system in a virtual environment on top of Windows Vista Enterprise.
- Subsystem for UNIX-based Applications enables users to run UNIX applications unchanged on a Windows Vista Enterprise-based PC.

The new user interface Windows Aero is also available in this edition of Windows Vista.

Windows Vista: Incredible New Experiences and Choices for the Home PC User

Consumers can choose from three versions that deliver exciting new experiences for the home PC user:

- **Windows Vista Home Basic.** Windows Vista Home Basic is a great choice for homes with basic computing needs. For consumers who want to simply use the PC to browse the Internet, correspond with friends and family through e-mail or perform basic document creation and editing tasks, Windows Vista Home Basic will deliver a safer, more reliable and more productive computing environment. It will provide new tools and technologies for making the PC more secure and enjoyable, including features such as a new Search Explorer, Sidebar and Parental Controls.
- **Windows Vista Home Premium.** Windows Vista Home Premium will help consumers use mobile or desktop PC functionality more effectively while enabling the enjoyment of new, exciting digital entertainment experiences. Windows Vista Home Premium improves every aspect of digital entertainment experiences, including photos, video, TV, movies, music and games. Windows Vista Home Premium includes everything in Windows Vista Home Basic, along with additional features and enhancements such as the following:
 - The new user interface Windows Aero is also available in this edition of Windows Vista.
 - Windows Vista Home Premium integrates search throughout the operating system, helping customers easily organize and quickly find large collections of documents, pictures, movies, videos and music.
 - Windows Media Center capabilities turn the PC into an all-in-one home entertainment center. Consumers can use Media Center to record and watch TV shows (even high-definition TV) and access new kinds of online entertainment content. It also provides the ability to connect Windows Vista Home Premium to Xbox 360™, extending the Media Center experience to multiple rooms in the home.
 - Windows Tablet PC technology, which enables interaction with the PC with a digital pen or fingertip instead of a keyboard, is also available in this edition of Windows Vista.
 - Integrated DVD burning and authoring allows users to seamlessly burn personal videos photos and files to video or data DVDs, and easily create professional-looking DVDs from home movies that can be shared with family and friends.
- **Windows Vista Ultimate.** Windows Vista Ultimate is the edition of Windows Vista that has it all. It is the first operating system that brings together all the entertainment features, mobility features and business-oriented features available in Windows Vista.

All new versions are available for either 32-bit or 64-bit systems, depending on the needs of the customer. Windows Vista Home Basic, Home Premium, Ultimate and Business will be available as a full-packaged product at retail and on new PCs. Windows Vista Enterprise will be offered only to business customers participating in Microsoft's Software Assurance program.

Microsoft also will offer Windows Vista Starter in emerging markets. Windows Vista Starter is designed to empower families and entry-level PC users in these markets to experience the world of social and educational benefits that personal computer technology and the Internet makes possible. A 32-bit operating system designed specifically for lower-cost computers, Windows Vista Starter enables popular beginner PC activities and provides an easy-to-use and more affordable entry point to the Windows Vista family of products.

“Windows Vista is going to be a significant release for all Windows customers — including enterprises, small and medium-sized businesses as well as consumers,” said Al Gillen, research director for System Software at IDC. “Microsoft’s strategy to address different customer segments with versions of Windows Vista optimized for their needs should be well received by these diverse user segments.”

All versions of Windows Vista are scheduled to be broadly available in the second half of 2006.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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Merriam-Webster's Collegiate Dictionary Now Available for iPhone & iPod Touch

Paragon Software Group makes America's leading dictionary even more accessible

SPRINGFIELD, Mass., Sept. 18 /PRNewswire/ -- America's leading college-level desk dictionary, Merriam-Webster's Collegiate(R) Dictionary, Eleventh Edition, has joined forces with the world's leading software developer and content provider for mobile devices and desktop PCs, Paragon Software Group to bring premium dictionary content to iPhone users. Merriam-Webster's Collegiate Dictionary for iPhone is now available on the App Store at <http://www.apple.com/iphone/appstore/>.

The best-selling Collegiate Dictionary was tailor-made for the special characteristics and unique features of the iPhone. Merriam-Webster's database contains 225,000 entries, including more than 10,000 new words and definitions, which can be accessed anywhere, any time, without Internet connection or additional charges.

Paragon's Merriam-Webster's Collegiate(R) Dictionary content features an easy-to-use, single-click application for instant access to all words and definitions. The SlovoEd engine compresses the database to a minimum of memory space while allowing users to quickly perform multiple lookups.

Paragon Software Group offers the best dictionary content from world-famous publishers, with more than 120 dictionaries for 30 languages. Merriam-Webster's Collegiate(R) Dictionary, Eleventh Edition for iPhone has a suggested retail price of \$24.99 USD and may be ordered at <http://www.merriam-webster.com/store/iphone/collegiate>.

The program is supported by iPhones with firmware 2.0, iPhone 3G and iPod touch with firmware 2.0.

About Paragon Software Group

Paragon Software Group (PSG) is a technology solutions provider to the enterprise, SMB and consumer markets, worldwide. Founded in 1994, Paragon Software Group actively markets and sells in more than 150 countries and has offices in the USA, Germany, Japan and Russia. PSG consists of two divisions, System Technology, offering solutions for storage management and data safety, and Smart Handheld Devices Division (SHDD & Epocware), offering software for diverse classes of smart handheld devices and desktop PCs (Palm OS, Pocket PC/Windows Mobile, Symbian OS, iPhone and iPod touch), including multilingual on-line handwriting recognition, localization, business and game applications and multilingual dictionaries. To learn more about Paragon Software's diverse product line, please visit: Smart Handheld Devices Division: <http://www.penreader.com> Epocware: <http://www.epocware.com> .

Merriam-Webster, Incorporated

Merriam-Webster Inc. acquired the rights to revise and publish Noah Webster's dictionaries in 1843. Since then, Merriam-Webster has maintained an ongoing commitment to innovation, scholarship, and love of language. Today, the company continues as the leader in both print and electronic language reference publishing with reference products, learning tools, and word games. For more information about the company, visit <http://www.Merriam-Webster.com>.

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Nordstrom Opens at Fashion Mall at Keystone in Indianapolis

NORDSTROM

Nordstrom Incorporated logo. (PRNewsFoto)

SEATTLE, WA USA

SEATTLE, Sept. 19 /PRNewswire-FirstCall/ -- Customers were greeted by over 300 applauding employees today, when Seattle-based Nordstrom, Inc., one of the nation's leading fashion specialty retailers, opened the doors to its second Indianapolis-area store at Fashion Mall at Keystone. The new 131,000-square-foot store will offer customers a well-edited selection of designer, luxury and quality fashion brands in apparel, shoes, accessories and cosmetics.

"Fashion Mall is one of the premier shopping centers in Indianapolis," said Rachel Coates, store manager. "We are excited to offer customers another store to shop, in addition to our location at Circle Center."

The store's wide selection of apparel includes a designer offering of American and European collections, including Armani, Donna Karan, Missoni, Burberry, Moschino, Temperley and MaxMara. To complement the apparel offering, the store will also feature a selection of designer handbags from names such as Burberry, Marc Jacobs, Valentino, Car Shoe and Michael Kors.

In addition to a great selection of merchandise, customers will find a sunglasses boutique, expansive cosmetics area featuring a beauty studio and two food offerings -- a Cafe Bistro and Ebar espresso bar. The store also features services and amenities including an in-store alterations and tailor shop, Personal Touch -- a complimentary wardrobing and shopping service, two family restrooms, bra and prosthesis fitters, and a shoeshine stand.

Prior to the opening at 10:00 a.m., customers were invited to experience the newest cosmetics and fragrances for the fall season at a beauty bash. Nordstrom beauty advisers offered complimentary consultations and make up lessons outside the store's mall entrance.

Last night, Nordstrom held a gala to benefit the Indianapolis Museum of Art, The Links, Incorporated and the Junior League of Indianapolis. Over 1,000 guests attended and the evening helped raise \$125,000 for the partnering organizations.

Nordstrom opened its first store in Indianapolis at Circle Center in 1995.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 163 US stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 107 Full-Line Stores, 52 Nordstrom Racks, two Jeffrey boutiques, and two clearance stores. Nordstrom also serves customers through its online presence at

<http://www.nordstrom.com> and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20001011/NORDLOGO>)

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September 23, 2008 02:30 PM Eastern Daylight Time 

Enterprise Rent-A-Car Designates 'Green Branch' in Sacramento; First Location in State to Concentrate Hybrid, Fuel-Efficient Vehicles in One Rental Location

Company Responds to High Demand for Environmentally Friendly Vehicles

SACRAMENTO, Calif.--([BUSINESS WIRE](#))--In response to customer demand for environmentally friendly vehicles, Enterprise Rent-A-Car has designated its first "Green Branch" in the state of California in Sacramento near the State Capitol. The "Green Branch" designation means rental customers will be able to choose from a fleet of cars that include hybrids as well as high-mileage, fuel-efficient cars demonstrating Enterprise's environmental platform and the company's ongoing commitment to supporting the use of alternative technologies and fuel-efficient vehicles.

A majority (70%) of the downtown Sacramento "Green Branch" fleet will be comprised of fuel efficient cars including hybrid gas/electric vehicles and fuel-efficient vehicles that average a highway fuel efficiency rating of at least 28 mpg or better.

The vehicles are available to rent beginning immediately at the Enterprise Rent-A-Car branch at 500 12th Street. (12th and E)

"For the past 50 years, Enterprise Rent-A-Car has steadily grown its business by consistently talking and listening to its customers, said Susie Irwin, vice president and general manager for Enterprise in Sacramento. Customers of Enterprise's downtown branches have expressed great interest in renting environmentally friendly vehicles, and we are responding by concentrating the largest number of hybrid and fuel-efficient vehicles at a specific, convenient rental location.

"Enterprise is committed to supporting new technologies and alternative fuels as they become commercially viable, and we'll continue to make them more accessible to our customers," Irwin added.

The Enterprise Sacramento location is the first "Green Branch" to be designated by the company in the state of California. (The company opened 4 "Green Branches" in Atlanta, GA in April 2008.) During the past year, Enterprise has officially designated a total of eight "E85/*FlexFuel*" branches in Washington, D.C.; Charlotte, N.C.; Sioux Falls, S.D.; Grapevine, Texas; and Cincinnati, Columbus and Dayton, Ohio; and Miami, FL. Nationally, Enterprise is actively deploying as many of its *FlexFuel* vehicles as possible near E85 fueling stations in order to build consumer awareness and increase the number of cars being fueled with E85, a blend of 85 percent ethanol and 15 percent gasoline.

The Taylor family of companies, which includes Enterprise, National Car Rental and Alamo Rent A Car, owns and operates the world's largest vehicle fleet, which includes 4,000 hybrids, 73,000 *FlexFuel* vehicles, and 440,000 fuel-efficient vehicles.

"In order to be successful in the future, our businesses need two things – cars and fuel, said Irwin. For us, environmental stewardship is about sustaining our business for the long term by addressing the parts of the world our business touches. Embracing new technologies like hybrids and alternative technologies like *FlexFuel* in other parts of the country, is a step in the right direction to reduce vehicle emissions and limit our dependence on fossil fuels."

The Taylor family's focus on alternative technologies and fuel-efficient vehicles is just part of the industry's most comprehensive environmental sustainability platform. The other major elements of the company's stewardship commitment are:

- Customer Carbon Offsets – Enterprise, National and Alamo offer customers the opportunity to benefit the environment by offsetting the carbon dioxide (CO2) emissions of their rental cars. By opting in to pay \$1.25 per rental, customers will fund certified offset projects through TerraPass that work to remove CO2 from the atmosphere. This cost is based on the average CO2 emissions generated by a rental car operating in the fleet. The company's charitable foundation will match customer contributions dollar-for-dollar, up to \$1 million per year.
- The world's largest fleet of fuel-efficient vehicles – More than 440,000 cars in the combined Enterprise, National and Alamo worldwide fleet average a highway fuel efficiency rating of at least 28 mpg or better, and more than 237,000 average 32 mpg or better. In addition, 264,000 have earned the U.S. EPA's **SmartWay** certification mark – a distinction the EPA grants to vehicles that emit relatively low levels of both regulated pollutants and greenhouse gases such as CO2.
- Embracing new, clean technologies – Enterprise, National and Alamo own about 4,000 gas/electric hybrid vehicles. They also operate the world's largest fleet of *FlexFuel* vehicles – more than 73,000 cars and trucks that have the ability to burn E85, a blend of 85 percent ethanol and 15 percent gasoline. In addition, nationally, the company is actively deploying as many of its *FlexFuel* vehicles as possible near E85 fueling stations in order to build consumer awareness and increase the number of cars being fueled with E85, which according to the U.S. EPA can reduce greenhouse-gas emissions by up to 20 percent.
- Research – In 2007, the Taylor family donated \$25 million to create the Enterprise Rent-A-Car Institute for Renewable Fuels at one of the world's foremost plant research centers. The institute works to develop acceptable alternatives to finite fossil fuels by finding new ways to create fuel from renewable, reliable plant sources.
- Conservation – The company's charitable foundation is funding the planting of 50 million trees over the next 50 years at a total cost of \$50 million through the 50 Million Tree Pledge, a public/private/non-profit partnership with the Arbor Day Foundation and the U.S. Forest Service. The trees are being planted on public lands in the U.S., Canada and Europe.

All told, over the past several years the Taylor family and their companies have contributed or pledged more than \$120 million to environmental initiatives. For more information about the full environmental platform, visit www.keystogreen.com.

About Enterprise Rent-A-Car

Founded in 1957 and headquartered in St. Louis, Enterprise Rent-A-Car is an internationally recognized brand with the largest fleet of passenger vehicles in the world today, more than 700,000 cars and trucks. Enterprise also operates a network of 7,000 neighborhood and airport rental locations in the United States, Canada, the U.K., Ireland, and Germany. Enterprise of North America is part of a global strategic alliance with Europcar, creating the world's largest car rental network.

As North America's largest car rental company, Enterprise is known for its exceptionally low rates, neighborhood convenience and its outstanding service, including picking up local customers at no extra cost. Ranked No. 18 on the Forbes Top 500 Private Companies in America, Enterprise has branch offices located within 15 miles of 90 percent of the U.S. population. In addition, Enterprise has ranked highest in customer satisfaction among airport rentals in eight out of the past nine years, according to J.D. Power and Associates Rental Car Satisfaction Study. For more information about Enterprise, visit www.enterprise.com.

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