



## HERTZ CORPORATION OFFERS PORTABLE INTERNET'S FREE PORTABLE GUIDES THROUGH HERTZ.COM

([PRWEB](#)) November 10, 2000 -- THE HERTZ CORPORATION OFFERS PORTABLE INTERNET'S PORTABLE GUIDE ON HERTZ.COM

-- Free City Guide Available to Visitors of Hertz.com --

PARK RIDGE, NJ, November 6, 2000 -- Visitors to The Hertz Corporation's (NYSE: HRZ) website, hertz.com, are able to download to their hand-held computers a free multi-purpose city guide from Portable Internet as part of a promotion valid through March 2001.

The Hertz version of the Port@ble Guide, a mobile application from Portable Internet, includes Hertz proprietary information such as a Hertz location finder, branch details and vehicle guide. The guide also includes color, interactive maps, local business listings, professional reviews of local restaurants and hotels, as well as a full address search and driving directions to selected points of interest. There are currently 29 cities available through Portable Internet and reviews are derived from Frommer's Travel Guides.

Visitors to the Hertz website are provided with a link to Portable Internet where they can download a free single-city Port@ble Guide trial. Hertz #1 Club Gold members are offered a 12-month version of any one of the 29 available guides and all other visitors are offered a 30-day trial of one of five select cities, as follows: Atlanta, Boston, Chicago, Los Angeles or Manhattan. Also, all visitors will be offered a \$44.95 annual membership with Portable Internet that includes all 29 city guides. The regular annual membership is \$49.95 or \$9.95 per individual city.

"We are pleased to offer Portable Internet city guides through Hertz.com," commented Frank Camacho, Staff Vice President, Marketing for The Hertz Corporation. "Today, more of our customers use hand held computers or Personal Digital Assistants (PDAs) and rely on information in their PDAs while traveling. Portable Internet's city guides provide location-specific content that will make our customers' traveling easier and more productive. Hertz is committed to making travel a more pleasant experience for our customers, and technology like this is another way to do that."

"We are delighted to provide Hertz and their customers with our high-value, portable city guide/navigation product," said Mike Flom, President and CEO of Portable Internet. "Hertz once again has demonstrated its leadership in providing the best of mobile technology to improve their customer's experience."

Portable Internet Port@ble Guides are available for use on Pocket PC and Windows CE platforms that are compatible with a wide range of popular PDAs. Portable Internet is based in Park Ridge, New Jersey and offers mobile marketing services to Fortune 1000 businesses on wireless Internet phones, graphic Smart Phones and Communicators, palmtops and wireless palmtops. Currently, Port@ble Guides are not available for use with Palm Pilot devices.

Hertz #1 Club Gold, Hertz's premium expedited rental service, is available at more than 800 locations and provides car rental customers with the ultimate in rental service speed and quality. Earlier this year, the company introduced #1 Club Gold FiveStar and #1 Club Gold President's Circle to its Gold program; creating a new, three tiered program that recognizes Hertz's top level #1 Club Gold members. Customers can join Hertz #1 Club Gold for \$50 annually by enrolling at hertz.com or by calling 1-800-654-3131. At hertz.com, customers can also make reservations and receive more information about the Portable Internet offer.



Hertz operates from approximately 6,500 locations in more than 140 countries.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).