

Indigo Releases Phase 2 of Budget Truck Rental Website, Expands Relationship with Budget Group, Inc.

- Budget Launches Expanded Website Functionality-

The BudgetTruck.com/YellowTruck.com is a significant revenue source for Budget Rent a Car. This site, built and managed by Indigo Group, Inc., of Denver, was just relaunched

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DENVER Â□ Indigo Group, Inc. (www.Indigo.com) announced this week that it was launching Phase 2 of the Budget Truck Rental website for Budget Group Inc. (OTCBB: BDGPA), one of the world's leading vehicle-rental companies and parent company of such well-known rental brands as Budget Rent a Car. Indigo launched and maintained the Budget Truck Rental Website (<http://www.YellowTruck.com>/ or <http://www.BudgetTruck.com>) for the past 18 months. Indigo's on-time delivery of projects has yielded the opportunity to expand its role and become the Internet Agency for Budget's car rental site, www.Budget.com.

"The success of the YellowTruck.com site we constructed surpassed everyone's expectations," said Indigo President Tim Higgins. "The millions of dollars in revenue generated by this site was certainly an eye-opener for Budget Group, and we are very pleased to build on this successful relationship," Higgins continued.

Indigo has forged a close partnership with Budget Group. "We deal directly with the principals of Indigo," said Mike Gavelek, Vice President of Marketing for Budget. "Our relationship is much more than simply telling Indigo what we want and having them produce it. Indigo guides us into new directions and possibilities, like an advisor," he continued. This close client partnership is part of the Indigo model and, according to Higgins, a significant feature in their successful track record with large, well-established companies.

Indigo is also using their "Touch Marketing Services" to help Budget make communications with customers more effective, increasing revenues and decreasing costs. "We're finding ways to convert more site visits to actual Budget reservations, and helping ensure that once someone makes a reservation they'll show up to rent the vehicle," said Higgins. "We're also helping Budget communicate more cost effectively with members of their Perfect Drive customer loyalty program. Using Indigo's Touch Marketing Services allows Budget to keep in touch with its hundreds of thousands of members at a very low cost using e-mail."

About Budget Group

Budget Group, Inc. owns Budget Rent a Car Corporation. Budget is the world's third largest car and truck rental

system. For more information, visit <http://www.budget.com/>

About Indigo

Indigo Group, Inc. helps Fortune 1000 companies create Internet Channels to increase revenues, cut costs, maximize the lifetime value of customer relationships, and enter new markets. Indigo Group works with companies such as Budget Rent A Car (OTCBB: BDGPA), Homestore.com (NASDAQ: HOMS), VNU World Directories of Holland, Chipotle restaurants, and Equifax (NYSE: EFX). The Denver Business Journal recently ranked Indigo as Colorado's 7th-fastest-growing private company, the state's 88th largest private company, and the state's fourth largest software developer. In the two prior years Indigo was ranked as Colorado's fastest growing private company. To learn more about Indigo Group, visit <http://Indigo.com/>

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Online Web 2.0 Version

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