

MAGGIORE RENEWS PARTNERSHIP WITH MERIDIANA LAUNCHING NEW PROMOTION DEDICATED TO CUSTOMERS

Rome, February 6, 2017 - Maggiore, the historic Italian car rental company, today confirms the renewal of its exclusive partnership with Meridiana, a renowned privately owned Italian airline. Meridiana is the second largest airline in Italy, carrying more than 3 million passengers in 2016 to a wide variety of domestic and international destinations including Naples, Palermo, Milan, New York and London.

To celebrate the partnership, Maggiore is running a special promotion, through **April 9th 2017**, providing Meridiana passengers with a discount of up to 20% on car hire in Italy. Reservations can be made via the dedicated microsite (<https://meridiana.maggiore.it/>) or by calling 199 151 120 (*special call rates apply*) and quoting the code M029522.

The extended partnership will help to ensure practical and affordable mobility solutions for Meridiana customers, by providing them with exclusive discounts when they rent a car from Maggiore. Meridiana customers will be able to choose a car to rent from a wide range of vehicles available at Maggiore offices, located throughout Italy. The partnership also offers convenient access to Maggiore car rental services for Meridiana customers at any time via a new dedicated multi-language microsite: <https://meridiana.maggiore.it/>.

"We're excited to renew our partnership with Meridiana," says Angelo Brienza, Head of Marketing and Direct Sales at Avis Budget Group Italy. "This partnership allows us to offer even more integrated services as well as simple, fast and affordable travel opportunities for their customers."

Andrea Andorno, Chief Commercial Officer of Meridiana, expresses his satisfaction at the partnership: *"Through the Maggiore partnership, Meridiana is able to provide customers with a greater selection of car rental offers, as well as having greater scope to expand the possibilities of a complete and comfortable journey from every point of view."*

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Maggiore

Owned since April 2015 Avis Budget Group, a leading global provider of car rental services, Maggiore operates in the car rental industry for over 65 years. Greater is Italian leader in the rental of vans with the famous Italian brand AmicoBlu. The company has always focused on offering a quality service and has invested continuously on Italian Style has always been a core value. The Major activities today differentiate the brand in terms of flexibility in timing, wide range of services and integrated transport offer through exclusive partnerships and technological innovation. For more information, visit www.maggiore.it

Meridiana

Meridiana is an Italian airline now controlled by AKFED (Aga Khan Fund for Economic Development), based in Olbia, Costa Smeralda. The Company was founded with the name of Alisarda in March 29, 1963 with the intent to promote tourism in Sardinia. In 1991 the name was changed to Meridiana. By joining the charter carrier Eurofly and the acquisition of the charter company Air Italy, Meridiana in the last five years has established a very strong presence on the international leisure segment continuing to expand into the medium and long-haul holiday destinations and collaborating with all major tour operators of the domestic market. The Company connects the main Italian airports to Sardinia, Sicily and Naples as well as important holiday destinations in the Mediterranean: the Canaries, Balearics, Greece and in the Red Sea. The main long-haul destinations are the

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United States (New York from Naples and Palermo), Mauritius, Maldives, Kenya, Zanzibar, Cuba, Brazil, Cape Verde and Dominican Republic. Meridiana has a fleet of Boeing 767, Boeing 737 and MD80.