

Press Release



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Enterprise Rent-A-Car wins United Way's Spirit of the Bay Award

Generosity of Enterprise's young employees bucks national trend & earns United Way's highest tribute

SAN FRANCISCO, May 5, 2006 – Yesterday evening, United Way of the Bay Area (UWBA) honored Enterprise Rent-A-Car with its highest tribute, the 2005 Spirit of the Bay Area Award.

With a strong showing in nearly every category considered by the United Way awards committee, Enterprise edged out the competition by “bucking the trend” cited in a recent study, which found the young and prosperous were among the least generous of all working-age Americans.* Of the Enterprise employees who donated at United Way's Leadership Level (\$1000 or more annually), 25% were management trainees or entry-level employees. The San Leandro company is also one of two founding sponsors of UWBA's Young Leaders program, which will launch this year to bring together young individuals to connect with community needs and contribute to solutions in the Bay Area.

“This is a terrific honor for Enterprise and all of our employees in the San Francisco Group,” said Leonard H. Almalech, Vice-President and General Manager of Enterprise in the Bay Area. “Our employees understand that community involvement is everyone's responsibility. I'm especially proud of the large number of Leadership and entry-level management trainees who made a significant contribution to the United Way campaign.”

During United Way of the Bay Area's 2005-06 annual giving campaign, Enterprise raised \$593,665, with employees contributing \$394,951 to that total. The company's campaign total

* "The least generous of all working-age Americans in 2003, the latest year for which Internal Revenue Service data is available, were among the young and prosperous" (citing a study by the New Tithing Group). David Cay Johnston, "Study Shows the Superrich Are Not the Most Generous," The New York Times, December 19, 2005: 26.

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increased 10% overall, with employee giving up 9% from 2004. Enterprise directed 100% of their corporate gift to support United Way's Bay Area Community Fund (BACF), while 54% of employee dollars raised were directed to the BACF. Enterprise also supports employees taking an active role in the community through volunteerism and has participated in United Way's Week of Caring volunteer program for the past few years as a sponsor and supplier of volunteers.

"Enterprise has an inspiring team of philanthropists at its helm -- from its CEO and family-founder Andy Taylor in St. Louis, to local leaders like Len Almalech," said Anne Wilson, United Way of the Bay Area CEO. "We thank them for nurturing such a strong culture of giving at Enterprise and ensuring that the current and next generation of young business leaders value social responsibility and community."

Each year, United Way's prestigious award recognizes a single Bay Area employer that exceeds all others in community involvement through its partnership with UWBA. Eighteen local employers submitted applications for the 2005 award, which were reviewed by an independent evaluation committee composed of representatives from Bay Area nonprofits, one UWBA staff member, and one Bay Area corporation.

In addition to the Spirit of the Bay Award, United Way presented awards in several other categories to recognize local companies and individuals for their outstanding dedication to community. (Ambassador award winners employ 500 or more individuals locally, while Advocate award winners have fewer than 500 local employees.) These include:

- Corporate Engagement Leadership Award presented to Deloitte's Juliana Deans and Macy's West's Laura Heffron, who served as co-chairs of UWBA's Community Leadership Council.
- Excellence in Community Collaboration Award presented to the Hawthorne Family Resource Center of Oakland.

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- Employee Giving Campaign Awards presented to Enterprise Rent-A-Car (Ambassador) and Pillsbury Winthrop Shaw Pittman LLP (Advocate).
- Bay Area Community Fund Support Awards presented to AT&T (Ambassador) and Valero Refining Company – California (Advocate).
- Leadership Giving/Tocqueville Investing Awards presented to Wells Fargo (Ambassador) and Dow Chemical Company (Advocate).
- Innovative Partnership Awards presented to UPS (Ambassador) and Gordon & Rees LLP (Advocate).

Other companies recognized were: Bank of America, Bank of Marin, BRE Properties, Inc., Chevron, Combined Federal Campaign, Dodge & Cox, Enterprise Rent-A-Car, GPSG North America, IKON Office Solutions, KGO-TV / ABC 7, Macy's West, McKenna Long & Aldridge LLP, Men and Women of Organized Labor, and Sonnenschein Nath & Rosenthal LLP.

About United Way of the Bay Area

United Way of the Bay Area is one of the largest private funders of health and human services in Northern California. Our mission is to be the catalyst that enables people to strengthen their communities by investing in one another. Through the Bay Area Community Fund, United Way is helping prevent poverty through targeted investments in early childhood development, affordable health care, youth violence prevention and increasing opportunities for the working poor. For more information, please visit www.uwba.org.

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