

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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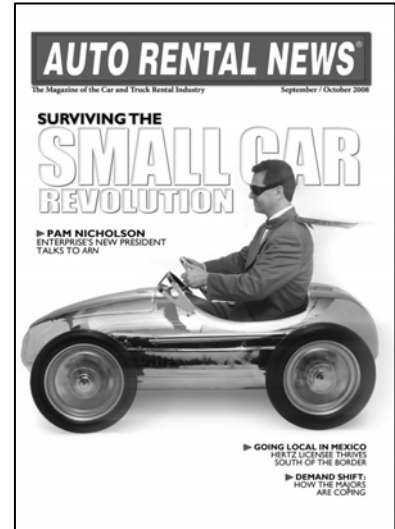
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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AUTO RENTAL NEWS

Bobit Business Media
3520 Challenger Street
Torrance, CA 90503
Tel.: (310) 533-2518
Fax: (310) 533-2503
www.autorentalnews.com

Official Publication of: None
Established: 1988
Issues per Year: 8



FIELD SERVED

AUTO RENTAL NEWS serves the car/van/truck rental industry including on-airport locations; near-airport locations; local/replacement; manufacturer; supplier/service companies; headquarters; and others related to or affiliated with the car/van/truck rental industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are executive management including CEO's, owners, presidents, and VP's; zone, regional, city, branch managers; operations and administrative management including rental supervisors, service/maintenance, sales, and remarketing; and other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	253
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	125
Electronic _____	-
All Other _____	678
TOTAL	1,056

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,000	100.0	10,000	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,000	100.0	10,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	73	73			10,000	March/April _____	1,186	1,186			10,000
Handbook 2009 ____	56	56			10,000	May/June _____	1,120	1,120			10,000
						TOTAL	2,435	2,435			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009

This issue is equal to the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Executive Management Including CEO's, Owners, Presidents and VP'S	Zone/ Regional/ City/ Branch Managers	Operations/ Service/ Maintenance Managers	Rental Supervisors, Sales and Remarketing Managers	Other Titled & Non-Titled Personnel Including Company Copies
Car/Van/Truck Rental Companies Operating On or Near Major Airports _____	2,196	22.0	937	603	230	252	174
Local/Replacement/Dealer _____	5,697	57.0	3,018	1,290	735	569	85
Headquarters _____	593	5.9	295	52	60	74	112
Truck Rental _____	303	3.0	172	59	21	40	11
Manufacturer/Supplier/Service Companies and Others Related to/or Affiliated with the Car/Truck Rental Industry ____	1,211	12.1	632	67	54	235	223
TOTAL QUALIFIED CIRCULATION	10,000	100.0	5,054	2,071	1,100	1,170	605
PERCENT	100.0		50.5	20.7	11.0	11.7	6.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	7,123	1,202	757			9,082	90.8
a. Written _____	804	304	142			1,250	12.5
b. Telecommunication _____	3,892	523	319			4,734	47.3
c. Electronic _____	2,427	375	296			3,098	31.0
II. TOTAL - Request from recipient's company: _____	19	17	-			36	0.4
a. Written _____	19	-	-			19	0.2
b. Telecommunication _____	-	17	-			17	0.2
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	882	-	-			882	8.8
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	882	-	-			882	8.8
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	8,024	1,219	757			10,000	100.0
PERCENT	80.2	12.2	7.6			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			10,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			10,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	44		400-427 Kentucky _____	93			
030-038 New Hampshire _____	55		370-385 Tennessee _____	193			
050-059 Vermont _____	22		350-369 Alabama _____	100			
010-027 Massachusetts _____	244		386-397 Mississippi _____	62			
028-029 Rhode Island _____	46		EAST SO. CENTRAL	448	4.5		
060-069 Connecticut _____	150		716-729 Arkansas _____	64			
NEW ENGLAND	561	5.6	700-714 Louisiana _____	83			
100-149 New York _____	546		730-749 Oklahoma _____	245			
070-089 New Jersey _____	449		750-799 Texas _____	554			
150-196 Pennsylvania _____	488		WEST SO. CENTRAL	946	9.5		
MIDDLE ATLANTIC	1,483	14.8	590-599 Montana _____	74			
430-459 Ohio _____	369		832-838 Idaho _____	41			
460-479 Indiana _____	217		820-831 Wyoming _____	35			
600-629 Illinois _____	337		800-816 Colorado _____	182			
480-499 Michigan _____	249		870-884 New Mexico _____	64			
530-549 Wisconsin _____	193		850-865 Arizona _____	212			
EAST NO. CENTRAL	1,365	13.7	840-847 Utah _____	91			
550-567 Minnesota _____	186		889-898 Nevada _____	94			
500-528 Iowa _____	91		MOUNTAIN	793	7.9		
630-658 Missouri _____	287		995-999 Alaska _____	88			
580-588 North Dakota _____	37		980-994 Washington _____	161			
570-577 South Dakota _____	41		970-979 Oregon _____	100			
680-693 Nebraska _____	69		900-961 California _____	1,004			
660-679 Kansas _____	91		967-968 Hawaii _____	63			
WEST NO. CENTRAL	802	8.0	PACIFIC	1,416	14.2		
197-199 Delaware _____	28		UNITED STATES	9,968	99.7		
206-219 Maryland _____	231		969 & 004-009 U.S. Territories _____	32			
200-205 Washington, DC _____	11		Canada _____	-			
220-246 Virginia _____	290		Mexico _____	-			
247-268 West Virginia _____	54		Other International _____	-			
270-289 North Carolina _____	295		APO/FPO _____	-			
290-299 South Carolina _____	136		TOTAL QUALIFIED CIRCULATION	10,000	100.0		
300-319 Georgia _____	327						
320-349 Florida _____	782						
SOUTH ATLANTIC	2,154	21.5					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	15,501	12,900	10,880	10,000	10,000	10,000
Qualified Non-Paid: _____	15,501	12,900	10,880	10,000	10,000	10,000
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
8	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 882 copies or 8.8%, including InfoUSA.

PARAGRAPH 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Sherb Brown, Vice President & Group Publisher

Tony Napoleone, Audience Marketing Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	August 10, 2009
State	California
County	Los Angeles
Received by BPA Worldwide	August 10, 2009
Type	PJ
ID Number	A166P0J9