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## News Release

### For Immediate Release

#### **UNISON CONSULTING LAUNCHES NEW BUSINESS VENTURE**

New Venture will Provide Car Rental Consulting Services to Airport

CHICAGO (May 21, 2009)-- Unison Consulting, Inc., a leading aviation consulting firm today announced the launch of Unison-CRS, Inc., a rental car services business venture. As a subsidiary of Unison Consulting, the new firm will provide financial planning, implementation support and management of car rental facilities at airports.

Marshall Fein, a rental car veteran and the former general counsel of Advantage Rent A Car, will head up the business. Fein brings over 29 years of concessions, property management and operations experience to this new role. As a rental car industry leader, Fein has served as a lead representative on several airport car rental facilities, design, construction, and management committees for facilities located in Houston, Albuquerque, Dallas Fort/Worth, Kansas City, Phoenix, and Seattle, to name a few. As president, Fein will be responsible for the overall operation and management of Unison-CRS including leading new business development efforts and providing strategic consulting services to clients.

"This has been a long time coming," said Fein. "With the launch of Unison-CRS we are focused on providing growth within an emerging market - the rental car industry via consolidated rental car facilities. With our services, we will partner with airports and rental car companies to develop a framework for improving operational efficiency, reducing costs, and increasing revenues."

Fein will be assisted by senior finance and economic consultants from Unison Consulting including Anthony Drake, Donald Arthur and Sharon Sarmiento, Ph.D., who each have an average of over 20 years of aviation experience.

#### **About Unison Consulting, Inc.**

Unison Consulting, Inc. ([www.unison-ucg.com](http://www.unison-ucg.com)) is a leading aviation consulting firm. Unison Consulting was formed following UCG Associates' acquisition of UNISON-MAXIMUS. As a result of the acquisition, both firms are doing business as Unison Consulting, Inc. Unison Consulting is currently certified as a minority and disadvantaged business enterprise (M/DBE).

Unison Consulting professionals have several years of experience in all aspects of airport finance, retail concessions consulting and management, and airport planning. Prior to joining Unison Consulting, the firm's founding members held senior management positions at airports, with airlines and with other national aviation consulting firms. Since the company's founding in 1989, the firm's consultants have provided consulting services to more than 100 airports, government entities and aviation authorities. Unison Consulting is headquartered in Chicago with offices in Orange County (CA), St. Louis, San Francisco, and San Antonio, and Washington (DC). The firm is a privately held company.

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**About Unison-CRS, Inc.**

Unison-CRS, Inc. ([www.unison-crs.com](http://www.unison-crs.com)) specializes in providing financial planning, implementation support and facilities management consulting services to airports and the rental car industry. The firm's consultants have many years of aviation consulting experience and have provided consulting services to rental car companies and airport clients. From negotiating rental car lease and concession agreements to supervising large consolidated facilities, Unison-CRS senior consultants have assisted many rental car companies and are experts in economics and finance, with nearly a century of combined professional experience. Unison-CRS is headquartered in San Antonio with offices in Chicago and Orange County (CA). Unison-CRS, Inc. is a subsidiary of Unison Consulting, Inc.

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