

WOWEDAMERICASM

Certificate of Sighting

Awarded To

**ADAM ALTRUP
ENTERPRISE RENT-A-CAR**

For delivering the **WOWEDFactorSM**

WOWEDFactorSM: a personal experience a customer has with an employee of a business that is perceived by the customer to be so humanizing, engaging or connecting, that the customer's perception of that individual, and consequently the business, becomes significantly enhanced.

Sighting Recipient: Thomas J. Murphy

Date of Sighting: May 26, 2006

Testimony: "A year ago, I was en route back to St. Louis when I received the call that my father may die in the next 24 to 48 hours. I needed to make travel arrangements to get home and have transportation for an unknown period of time. I called Enterprise Rent-A-Car and Adam Altrup, the branch manager I utilize for business, answered the call. I explained my situation to him. Adam assured me he would take care of everything and someone would be advised of my situation at Enterprises office in Iowa. He expressed his heartfelt concern and told me not to worry. Upon my arrival in Iowa, the Enterprise employee had spoken to Adam and he was fully aware of the situation. The Iowa employee told me if there was anything I needed to call him or Adam. This was above and beyond what Mr. Altrup had to do. Adam's effort made a difficult time easier by going the extra mile. No wonder Enterprise-Rent-A-Car is so successful with employees like Adam."