



**FOR IMMEDIATE RELEASE**

Contact: Kim Giles  
(561) 279-7827, ext. 331

## **BUSINESS FIRST TELEVISION SERIES AND HOST JACK KEMP WELCOMES MICHAEL J. HARLEY OF PAYLESS CAR RENTAL SYSTEM**

**DELRAY BEACH, FL – April 30, 2002** - The upcoming edition of "Business First," the solution-oriented series that explores the business and technology global marketplace, will feature Mike Harley, President and COO for Payless Car Rental. Host Jack Kemp welcomes Harley to discuss Payless's Corporate Travel Program, their revolutionary internet reservation system and the importance of preserving customer loyalty and satisfaction in the face of declining travel industry.

Mike Harley is the newly appointed president of Payless Car Rental System, although he has served as COO since 1999. Harley, a travel industry veteran is the catalyst behind Payless's strategy to double the number of its franchises by 2002 and quadruple revenue. With more than 20 years of industry experience, Harley faces the challenge with a successful track record, an eye to the future and the drive to succeed. Under his management from 1983 to 1992, Payless automated and voice reservations increased by 2000 percent. From 1993 to 1997, Harley was president of an international destination marketing company that later went public, and owner of a 5 million-dollar travel agency. Returning to Payless in 1998, Harley led the technology development that supports Payless' aggressive growth strategy and maximizes their internet presence.

Payless Car Rental System is a privately held corporation with headquarters in St. Petersburg, FL. With its parent company Avalon Global Group, Inc., Payless has over 135 franchise locations in more than 13 countries. Payless provides superior customer service through its website by offering features such as online booking, real-time rate quotes/confirmations and live agent chats. Payless has developed into much more than a car rental agency. The company has now formed several subsidiary companies with the Payless name brand including hotels, car sales, parking, taxi's and an on-line travel agency. Additionally, REZlink International is another subsidiary company of Avalon that houses and provides their innovative technologies to the Payless brands.

***Business First***, hosted by Jack Kemp, is a half-hour business-to-business television series that explores the fast-paced, ever-changing business world. The series presents interviews with leaders of some of the world's largest companies who provide the best-in-class solutions that are leading enterprises in the new millennium. Check local listings for exact airdates and times. "Business First" can be viewed via streaming video at [www.businessfirsttv.com](http://www.businessfirsttv.com).

Five Star Productions, an Emmy Award-winning television and radio production company based in Delray Beach, FL, produces five nationally-syndicated television programs with some airing in as many as 53 countries. Currently, Five Star produces and syndicates: *Business First*, *Parenting and Beyond*, *Today's Health*, *The Balancing Act*, and *Today's Environment*. Additionally, Five Star produces and specializes in professional sports programming, production, graphics, animation and large screen entertainment to keep the crowd "in the game." President and founder, Scott Woolley, was also named Ernst and Young's 1999 Florida Entrepreneur of the Year.

###