



Aaron's Dream Weekend At Talladega Superspeedway To Feature VIP Guests, University Of Alabama Tribute And Can Drive To Feed Alabama's Hungry

May 3, 2013

ATLANTA, May 3, 2013 /PRNewswire/ -- Aaron's, Inc. (NYSE: AAN), a lease-to-own retailer specializing in the sales and lease ownership of residential furniture, consumer electronics, home appliances and accessories, will sponsor the Aaron's Dream Weekend at Talladega Superspeedway for the 12th year, May 3-5. The weekend's events will include special guests serving as Grand Marshals for the Aaron's 312 on Saturday and the Aaron's 499 on Sunday, a tribute to University of Alabama's BCS championship with a custom paint scheme on the No. 55 Aaron's Dream Machine, and a partnership with the Community Food Bank of Central Alabama to collect cans to address hunger in Alabama.

(Logo: <http://photos.prnewswire.com/pmh/20090423/CL03821LOGO>)

Former Atlanta Braves star and Major League Baseball icon, Chipper Jones, will deliver the most famous words in NASCAR – "Drivers Start Your Engines" – for Sunday's Sprint Cup Series race. In tribute to the nation's military, Saturday's honor has been given to four members of the Wounded Warrior Project – David Boggs, Marine Corps Lance Corporal; Brad Ingram, Army Sgt.; Chris Crawford, Army Sgt. and Andrew Coughlan, Army Specialist.

Other VIP guests include honorary starter and winner of the Aaron's Weekend of Your Dreams sweepstakes, Jim Bauerle from Carmel, Indiana; 2012 NCAA Championship University of Alabama quarterback, A.J. McCarron; renowned motorsports artist and trophy designer Sam Bass; President of the Armed Forces Foundation, Patricia Driscoll; National Anthem performer, Robin Meade; Ron Allen, Aaron's Chairman, President and CEO; and Andrea Freeman, Aaron's VP of Marketing.

The weekend's events will also feature a tribute to current BCS Champion, the University of Alabama. Aaron's No. 55 Toyota Camry, driven by two-time Daytona 500 champion Michael Waltrip, will hit the track for Sunday's Sprint Cup Series race and will feature a custom University of Alabama paint scheme.

New this year at Aaron's Dream Weekend, the more than 200,000 NASCAR fans that attend will have an opportunity to help the hungry in Alabama by bringing cans to the Aaron's Corporate Display at the speedway. Throughout the weekend, Aaron's associates, representatives from the Community Food Bank of Central Alabama and can drive volunteers will be collecting non-perishable food items such as canned meat, dry cereal, canned fruits and vegetables, paper towels, toilet paper and hygiene products.

"Aaron's is proud to recognize so many outstanding organizations at this year's races, including the Wounded Warrior Project and the Community Food Bank of Central Alabama," Freeman said. "Over one weekend, we have the opportunity to bring the excitement of NASCAR racing to millions of race fans while giving back to local communities and our nation's military in the process."

For more information on Aaron's Dream Weekend Can Drive, visit www.aarons.com/candrive.

About Aaron's, Inc.

Aaron's, Inc. (NYSE: AAN), a leader in the sales and lease ownership and specialty retailing of residential furniture, consumer electronics, home appliances and accessories, has more than 2,083 Company-operated and franchised stores in 48 states and Canada. Founded in 1955 by entrepreneur and Chairman Emeritus R. Charles Loudermilk, Sr. and headquartered in Atlanta, Aaron's has been publicly traded since 1982. For more information, visit www.aarons.com.

Aaron's, Inc. includes brands such as [Aarons.com](http://www.aarons.com), [GoRimco.com](http://www.gorimco.com), and [HomeStagingbyAarons.com](http://www.homestagingbyaarons.com).

SOURCE Aaron's, Inc.

Holly Brochmann, hbrochmann@hopebeckham.com, 404.604.2607