



## Aaron's No. 55 Dream Machine Featured Car at Nickelodeon® SpongeBob SquarePants 400

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ATLANTA, May 8, 2015 /PRNewswire/ -- The Aaron's No. 55 Dream Machine will sport a new look for the May 9 NASCAR Sprint Series race in Kansas City. The car will transform into the No. 55 SpongeBob SquarePants Aaron's Toyota Camry.



The tribute to the popular animated cartoon character is fitting because this year's race at Kansas Speedway has been dubbed the Nickelodeon® SpongeBob SquarePants 400 by NASCAR. The race sponsor, Nickelodeon®, created the television series in 1999 and watched it grow to become the top animated program with children 2-11 for more than 13 consecutive years.

This marks David Ragan's first race driving the No. 55 Aaron's Toyota Camry for Michael Waltrip Racing but for the younger NASCAR fans, Ragan's No. 55 will be the car featuring the pop culture phenomenon SpongeBob SquarePants.

"Racing as the featured car at the Nickelodeon® SpongeBob SquarePants 400 is a fun way for Aaron's to connect with children and families who are fans of NASCAR and fans of Aaron's," said Andrea Freeman, Vice President of Marketing, Aaron's, Inc. "The race also gives us an opportunity to invest in another important partnership for Aaron's -- Boys & Girls Clubs of America."

In mid-2014, Aaron's announced a \$1 million partnership with Boys & Girls Clubs of America and has since performed Keystone Club makeovers at Boys & Girls Clubs in San Antonio, Nashville, and in Los Angeles. As guests of Aaron's, members of Boys & Girls Clubs of Greater Kansas City will attend the May 9 race and participate in various activities.

Among those in attendance will be Courtney Calhoun, the 2015 Boys & Girls Clubs of Greater Kansas City Youth of the Year, who will be escorting David Ragan, driver of the No. 55 SpongeBob SquarePants Aaron's Toyota Camry, during Driver Introductions.

Aaron's also celebrated the Nickelodeon® SpongeBob SquarePants 400 with several pre-race promotions. Its 13 Kansas City-area stores offered a sweepstakes for customers to win tickets to the race, and the No. 55 Show Car made appearances at three area stores.

The Nickelodeon® SpongeBob SquarePants 400, which will be broadcast on May 9 at 7:30 p.m. ET on FOX Sports 1, will feature a weekend of activities and fun for the entire family.

### About Aaron's, Inc.

Aaron's, Inc. (NYSE: AAN), a leader in the sales and lease ownership and specialty retailing of furniture, consumer electronics, home appliances and accessories, currently has more than 2,100 Company-operated and franchised stores in 48 states and Canada. Aaron's was founded in 1955, is headquartered in Atlanta and has been publicly traded since 1982. Progressive Leasing, a wholly owned subsidiary and leading virtual lease-to-own company, provides lease-purchase solutions through approximately 15,000 retail locations in 46 states. Aaron's, Inc. includes the Aarons.com, ShopHomeSmart.com and ProgLeasing.com brands. For more information, visit [www.aarons.com](http://www.aarons.com).



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SOURCE Aaron's, Inc.

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