



Photo Release -- Aaron's Associates Show Support for U.S. Troops

June 30, 2006

Company Puts National Marketing Muscle Behind 'Red Friday' Campaign

ATLANTA, June 30, 2006 (PRIMEZONE) -- Aaron Rents, Inc., the nation's leader in the rental, sales and lease ownership, specialty retailing and rental of residential and office furniture, consumer electronics, home appliances and accessories, today announced the company's endorsement of and participation in "Red Friday". "Red Friday" is a grass-roots campaign to show support for our nation's military members fighting overseas by wearing red clothing each Friday until U.S. troops return from combat.

A photo accompanying this release is available at <http://www.primezone.com/newsroom/prs/?pkgid=2704>

Ken Butler, President of Aaron's Sales & Lease Ownership said, "Red Friday is not a political agenda. Instead, this is a way to show our support for the men and women in the U.S. military who put it all on the line for our country every day. Each Friday, more than 10,000 Aaron's associates will be wearing red and I encourage everyone else who lives in the land of the free because of the brave to do the same."

Aaron's has created large signs to post in every Aaron's Sales & Lease Ownership location throughout the country and it will promote the effort in various other marketing campaigns, as well. The "Red Friday" idea originated with the Special Forces Association, a military support group. The campaign has gained momentum in recent weeks, thanks to widespread forwarding of the concept via the Internet. Aaron's is the first major national corporation to embrace the concept and extend it by asking associates to also wear white shirts on Wednesday and blue shirts on Thursday to show solidarity with our nation's military.

Aaron Rents, Inc. (NYSE:RNT), based in Atlanta, currently has more than 1,235 Company-operated and franchised stores in 47 states and Canada for the rental and sale of consumer electronics, computers, residential and office furniture, household appliances and accessories. The Company manufactures furniture, bedding and accessories at 12 facilities in five states.

The Aaron Rents, Inc. logo is available at <http://www.primezone.com/newsroom/prs/?pkgid=1554>

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