



## Aaron's, Inc. and the University of Alabama Announce Exclusive Partnership With Aaron's Premier Visibility at Alabama's Major Athletic Venues

September 5, 2009

### Partnership includes field-level signage at Bryant-Denny Stadium

ATLANTA, Sept. 5 /PRNewswire-FirstCall/ -- Aaron's, Inc., the nation's leader in the sales and lease ownership and specialty retailing of residential and office furniture, consumer electronics, home appliances and accessories, and the University of Alabama today announced a three-year partnership giving Aaron's premier exposure at Alabama's three largest athletic venues: Bryant-Denny Stadium, Coleman Coliseum and Sewell-Thomas Stadium. The Aaron's logo will be predominantly displayed over both tunnels at Bryant-Denny Stadium, providing optimum visibility for fans, both in the stadium and watching the game from home on TV.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090423/CL03821LOGO>)

"Aaron's is proud to partner with the University of Alabama, which has one of the top college football programs of all time," said Robin Loudermilk, President and CEO of Aaron's Inc. "The football team is ranked #5 in pre-season rankings and we are ecstatic to display our name on their field."

The partnership provides for Aaron's signage at Alabama's three largest athletic venues housing football, men's basketball, women's basketball, gymnastics, baseball and softball events. Radio, TV, print and Internet advertising will support the partnership. Alabama fans will also have the opportunity to enter a drawing at Aaron's stores in Alabama in order to win the "Aaron's Ultimate Lucky Dog Fan Experience." The winning fan will receive VIP treatment for two at the November 7, 2009, Alabama-LSU game. The package includes hotel accommodations, dinner arrangements, game tickets, pre-game field passes, tickets to the Crimson Tide Sports Marketing tent in the Coca-Cola Crimson village and a gift bag full of Alabama apparel.

"There's tremendous excitement around The University of Alabama athletics, fans and companies alike feel good about aligning themselves with our brand," said Mal Moore, Director of Athletics at the University of Alabama. "With our expansion of the Bryant-Denny Stadium in 2010, we're proud to partner with national companies that have strong winning programs themselves for their customers."

The elite partnership with the University of Alabama is the newest endeavor in Aaron's growing sports marketing program. With an 18 percent increase in customers compared to a year ago, Aaron's has continued to grow across its more than 1,630 stores throughout the nation. In addition to the new alliance with the University of Alabama, Aaron's has existing collegiate partnerships with Georgia Tech and the University of Texas. Aaron's also has a well-established partnership with NASCAR, and signage and advertising at sporting events and venues throughout the United States and Canada.

"At Aaron's we know that sports marketing is the one of the most effective ways to reach our target market," said Loudermilk. "As other companies continue to pull back their advertising and partnerships, we find great value in aggressively forming new relationships, such as the exciting partnership with the University of Alabama."

#### *About Aaron's, Inc.*

Aaron's, Inc. (NYSE: AAN), the nation's leader in the sales and lease ownership and specialty retailing of residential and office furniture, consumer electronics, home appliances and accessories, has more than 1,630 Company-operated and franchised stores in 48 states and Canada. Founded in 1955 by entrepreneur R. Charles Loudermilk, Sr. and headquartered in Atlanta, Aaron's has been publicly traded since 1982.

#### *About The University of Alabama*

The University of Alabama, a student-centered research university, is in the midst of a planned, steady enrollment growth with a goal of reaching 28,000 students by 2010. This growth, which is positively impacting the campus and the state's economy, is in keeping with UA's vision to be the university of choice for the best and brightest students. UA, the state's flagship university, is an academic community united in its commitment to enhancing the quality of life for all Alabamians.

SOURCE Aaron's Inc.

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