



## **Aaron's Unveils NASCAR Dream Machine Featuring Mossy Oak Camo Paint Scheme**

September 1, 2009

ATLANTA, Sep 01, 2009 (BUSINESS WIRE) -- Aaron's, Inc. (NYSE: AAN) and Aaron's Outdoors unveiled today the first of three NASCAR racecars featuring a new specialty paint scheme by Mossy Oak Brand Camo.

Race fans will see the first Aaron's Outdoors/Mossy Oak Brand 'Tree Stand' Camo racecar hit the track at Atlanta Motor Speedway for the Pep Boys Auto 500 on Sunday, September 6. Michael Waltrip Racing (MWR) No. 00 NASCAR Sprint Cup Series Aaron's Dream Machine driver David Reutimann will be behind the wheel.

"I'm thrilled to be the first to run the Aaron's Outdoors/Mossy Oak Brand 'Tree Stand' Camo paint scheme," said David Reutimann. "For a majority of fans, NASCAR racing and the outdoors go hand-in-hand, so this partnership with Aaron's Outdoors and Mossy Oak Brand is a natural fit."

"Many of our customers share a love of racing, hunting and the outdoors," said Mark Rudnick, Vice President of Marketing at Aaron's, Inc. "The Aaron's Outdoors/Mossy Oak Brand 'Tree Stand' Camo paint scheme on our Dream Machine is a fun and creative combination of all three of their favorite pastimes."

A second paint scheme will be featured on the R3 Motorsports No. 23 NASCAR Nationwide Series racecar driven by Ken Butler III in the Dollar General 300 at Lowe's Motor Speedway on Friday, October 16. The final one can be seen on the MWR NASCAR Nationwide Series No. 99 driven by Trevor Bayne at Texas Motor Speedway on Saturday, November 7.

To help promote the paint schemes, Aaron's has also developed a national register-to-win sweepstakes that will award nine grand prize winners camouflage replica race helmets, each autographed by the three drivers. Registration for the sweepstakes can be found at [www.shopaaron.com/camocontest](http://www.shopaaron.com/camocontest) and ends on November 4, 2009. An independent judging organization will choose three winners the week before each featured race.

For NASCAR fans in the Atlanta area, Reutimann will be signing autographs at a special sneak preview of the Aaron's Outdoors/Mossy Oak racecar design on Friday, September 4 at Dick's Sporting Goods in McDonough, Georgia, (1855 Jonesboro Road) from 5 - 7 p.m.

### **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 1,615 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 Aaron's Outdoors Television**

Aaron's Outdoors TV is featured on CSS and the Pursuit Channel with host, Jarrod Brannen. Jarrod, along with his wife and five children, brings viewers an up close and personal look to some of North America's best game and fishing opportunities. By visiting their website, [www.aaronsoutdoorstv.com](http://www.aaronsoutdoorstv.com), you can learn more about the show and how the Brannen Family continues to make time for traditions.

### **About Mossy Oak Brand Camo**

Mossy Oak/Haas Outdoors Inc., headquartered in West Point, Miss., was established in 1986 and is home of Mossy Oak ([www.mossyoak.com](http://www.mossyoak.com)). Mossy Oak specializes in developing and marketing modern camouflage designs for hunters and outdoorsmen. Mossy Oak patterns can be found on a multitude of products worldwide. Haas Outdoors Inc. is the outdoor industry leader in modern camouflage design, international licensing and marketing. Haas Outdoors Inc. markets its services and products under widely recognized brands including: Mossy Oak, BioLogic, Mossy Oak Productions, Mossy Oak Interactive, LLC, Nativ Nursery and Mossy Oak Properties.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6040719&lang=en>

SOURCE: Aaron's, Inc.

Aaron's, Inc.

Holly Brochmann, 404-604-2607

[hbrochmann@hopebeckham.com](mailto:hbrochmann@hopebeckham.com)