



Aaron's, Inc. to Honor Armed Forces Foundation with Commemorative NASCAR Racecar at Charlotte

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ATLANTA, April 24, 2010 /PRNewswire via COMTEX/ --Aaron's, Inc. (NYSE: AAN) announced today it will honor the Armed Forces Foundation (AFF) with a commemorative NASCAR racecar at Lowe's Motor Speedway in Charlotte during the upcoming race Memorial weekend, Sunday, May 30. The paint scheme will feature a patriotic red, white and blue design.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100424/CL92741>)

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

In addition to the custom paint scheme for the Michael Waltrip Racing No. 00 NASCAR Sprint Cup Series Aaron's Dream Machine Toyota, driven by David Reutimann, Aaron's will also donate a minimum of \$10,000 to the AFF. However, if Reutimann finishes in the top five at Charlotte, Aaron's will double the donation to \$20,000. If Reutimann wins the race, Aaron's will donate \$200,000 to the AFF.

"As a longtime partner of the AFF, Aaron's never fails to find new and exciting ways to show their support for the nation's military," said Patricia Driscoll, AFF President and Executive Director. "A NASCAR racecar adorned with the AFF logo will generate tremendous visibility for our program, delivering more impact in a single day than anything we have done in the past."

Aaron's COO, Ken Butler, said, "The work of the AFF is vitally important because it supports not only military soldiers, but also their families and the sacrifices they make every day. So to take this program a step further, Aaron's has partnered with the AFF to raise additional funds through a texting campaign. We're encouraging partners, customers and friends to text 'AFF' to 50555 and contribute \$10 that will support our country's military and their families." The text campaign will run through the end of 2010.

The red, white and blue AFF racecar will be unveiled today before the Aaron's 312 race at Talladega.

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 1,700 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. For more information, visit www.aaronsinc.com.

About Armed Forces Foundation

In 2001 the Armed Forces Foundation (AFF) was established as a 501(c)3 organization under the U.S. Department of Defense's America Supports You program. AFF offers vital assistance to active-duty and retired personnel, National Guard, Reserve Components and military families as they cope with difficult circumstances. Through a multitude of programs the Armed Forces Foundation assists military families with utilities and rent; hotel and travel costs; holiday gifts for military children; and therapeutic recreational activities. The Armed Forces Foundation has been recognized by the President of the United States, the Department of Defense, the Department of Veterans Affairs, the Department of Education and the Department of Energy for its dedication to America's Service Members. For more information on our Foundation or to aid us in our mission please visit us at our website www.armedforcesfoundation.org.

SOURCE Aaron's, Inc.