



## Andrea Freeman Joins Aaron's As VP Of Marketing

January 7, 2013

ATLANTA, Jan. 7, 2013 /PRNewswire/ -- Aaron's, Inc. (NYSE: AAN), a lease-to-own retailer specializing in the sales and lease ownership of residential furniture, consumer electronics, home appliances and accessories, announced today that Andrea P. Freeman has joined the Company as Vice President of Marketing.

(Photo: <http://photos.prnewswire.com/prnh/20130107/CL38158> )

(Logo: <http://photos.prnewswire.com/prnh/20090423/CL03821LOGO> )

Freeman, who brings 17 years of broad-based marketing experience to Aaron's, previously served as Vice President of Marketing and Brand Management at Newell Rubbermaid. In her new position she will be responsible for marketing strategy and implementation, marketing communications, research and planning, business development, and coordination with sales and other business partners on strategic initiatives. She will report directly to Ronald W. Allen, Aaron's Chairman, President and CEO.

"As a multifaceted brand, Aaron's marketing covers a wide spectrum including sports, community outreach, military support, store growth and franchising," Allen said. "We have been seeking an individual with the knowledge and experience to handle the intricacies of all these areas, and Andrea fits the bill perfectly. She has an extensive background with national consumer brands, and we are confident her expertise in innovation will lead Aaron's in exciting new directions for 2013. On behalf of everyone at Aaron's, it is a pleasure to welcome Andrea to our leadership team and we look forward to beginning the new year with her on board."

Prior to joining Aaron's, Freeman played an important role on Newell Rubbermaid's corporate marketing team where she was responsible for key growth initiatives and the development of marketing capabilities across the organization in the areas of digital marketing, ecommerce, marketing services and multi-cultural marketing. She previously spent two years as Newell Rubbermaid's Global VP of Marketing in the Baby & Parenting Essentials business unit overseeing marketing strategy, communications, consumer insights and innovation. In 2011, she was recognized by the YWCA Greater Atlanta as a YWCA Outstanding Woman Leader at Newell Rubbermaid.

Before joining Newell Rubbermaid, Andrea spent 10 years at the Coca-Cola Company in brand management and non-carbonated beverage innovation. Freeman earned her undergraduate degree in finance from Boston University and received an MBA at University of Michigan, focusing on marketing and strategy. After graduation, she held brand management positions at Sara Lee and at the Holiday Inn/Holiday Inn Select Hotels, working on branding and strategy.

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

Aaron's, Inc. (NYSE: AAN), a leader in the sales and lease ownership and specialty retailing of residential furniture, consumer electronics, home appliances and accessories, has more than 2,050 Company-operated and franchised stores in 48 states and Canada. Founded in 1955 by entrepreneur and Chairman Emeritus R. Charles Loudermilk, Sr. and headquartered in Atlanta, Aaron's has been publicly traded since 1982. For more information, visit [www.aarons.com](http://www.aarons.com).

SOURCE Aaron's, Inc.

MEDIA, Garett Hayes, Office: +1-404-604-2602, [ghayes@hopebeckham.com](mailto:ghayes@hopebeckham.com)