



## **Aaron's Outdoors Premieres 2011 Season on VERSUS and Fox Sports South**

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ATLANTA, April 6, 2011 /PRNewswire via COMTEX/ --

Aaron's Outdoors, the family outdoors show produced by lease-to-own retailer Aaron's, Inc. (NYSE: AAN), will premiere its 2011 programming Thursday, April 7, at 12:30 p.m. ET on VERSUS reaching 77 million homes. The 2011 show will also launch on Fox Sports South on Saturday, April 9, at 8:00 a.m. ET reaching an additional 11 million homes.

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

Aaron's is producing 20 new episodes that will air every Thursday at 12:30 p.m. ET on VERSUS and Saturdays at 8:00 a.m. ET on Fox Sports South. A new website for Aaron's Outdoors, [www.aaronsoutdoorstv.com](http://www.aaronsoutdoorstv.com), will also launch this May and will include past episodes, previews of upcoming episodes, photos of recent outings and links to the show's Facebook and Twitter pages.

"All across North America, Aaron's is known for affordable lease ownership plans without the need for credit, on name brand furniture, electronics, appliances, and computers - the home furnishings every family needs for the inside of their home," said Mark Rudnick, Aaron's VP of Marketing. "Aaron's Outdoors is Aaron's celebration of family life outside the home, in the great outdoors. Each week, the Brannen Family and their guests remind us that spending time together in nature gives us the opportunity to make memories that last a lifetime."

Aaron's Outdoors, on air since 2005, follows the Brannen Family as they explore the great outdoors. The family consists of Jarrod, Leanne, and their 5 children - Cole, Hatcher, Toxey, Grey, and their youngest, a daughter, Mary Blake. The Brannens hunt and fish together and share with their audience how nature teaches many lessons that can be applied to everyday life.

"I'm excited about the new crew we've put together for 2011 and anxious for our viewers to see our great new shows," said Jarrod Brannen.

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

Aaron's, Inc. (NYSE: AAN), the nation's leader in the sales and lease ownership and specialty retailing of residential furniture, consumer electronics, home appliances and accessories, has more than 1,800 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.aarons.com](http://www.aarons.com).

SOURCE Aaron's, Inc.