



## Aaron's and La Quinta Inn & Suites Team Up to Reward Customers with Exclusive Discounts

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ATLANTA, July 23 /PRNewswire-FirstCall/ -- Specialty retailer Aaron's, Inc. (NYSE: AAN), the nation's leader in sales and lease ownership of residential and office furniture, consumer electronics and home appliances and accessories, and LQ Management LLC, operator of La Quinta Inn and La Quinta Inn & Suites, have teamed up to provide their customers exclusive discounts and offers.

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

Aaron's customers will enjoy a discount at participating La Quinta hotels by using the discount promo code included in the 27 million advertising flyers distributed monthly by Aaron's. Aaron's employees will receive special offers from La Quinta, as well.

La Quinta customers who currently receive email communications from the hotel company will be extended an offer to enjoy \$50 off their first payment on any new lease agreement from any of the Aaron's stores throughout the U.S. and Canada. Aaron's has a wide selection of name brands for customers to choose from, including Dell, HP, LG, Sony, Frigidaire, Mitsubishi, GE, Sharp, Xbox, Maytag, JVC and Philips.

"The demographics of Aaron's customers and La Quinta customers are very similar, so the two companies working together made perfect sense," said Gary Reeves, Director of Partnership Development for Aaron's. "This program also demonstrates Aaron's commitment to continually seek out creative new ways to offer value to its employees and customers across the nation."

Derek Blake, Vice President of Marketing for La Quinta, said, "We became interested in an affinity marketing program with Aaron's after we discovered that many of their employees were choosing La Quinta for their travel accommodations. The initial idea evolved into the ideal team effort - two cohesive brands, sharing the same customer base, can now offer savings in extended areas for millions of customers. It's the perfect example of a win-win situation."

About Aaron's, Inc.

Aaron's, Inc. (NYSE: AAN), the nation's leader in the sales and lease ownership, specialty retailing and rental of residential and office furniture, consumer electronics and home appliances and accessories has more than 1,613 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 LQ Management LLC

LQ Management L.L.C. is one of the largest operators of limited-service hotels in the United States. Based in Dallas, Texas, the Company operates and provides franchise services to more than 730 hotels in 47 states, Canada and Mexico under the La Quinta Inn and La Quinta Inn & Suites brands. For reservations or more information about La Quinta, please visit [www.LQ.com](http://www.LQ.com) or call 1-800-SLEEPLQ. Enjoy consistently clean and comfortable guest rooms and suites with many of the frills found at higher priced hotels, such as free high speed Internet, free Bright Side Breakfast(TM) and refreshing swimming pools, all at some of the most affordable and competitive rates anywhere. At every La Quinta hotel, there's a dedicated staff and comfortable, affordable lodging perfect for business or leisure travel.

SOURCE Aaron's Inc. - 07/23/2009

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