



## Aaron's Signs Continued Partnership with the Atlanta Hawks, Atlanta Thrashers and Philips Arena

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### Aaron's Increases National Sports Marketing Commitments By 10 Percent

ATLANTA, Oct 19, 2009 (BUSINESS WIRE) -- 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, announced today a continued partnership with the Atlanta Hawks, the Atlanta Thrashers and Philips Arena. Aaron's is the only Hawks, Thrashers and Philips Arena partner with a specific Hawks game-night of the week dedicated to the company.

"Aaron's Lucky Dog Wednesdays" is a unique franchise position that will be a part of the Atlanta Hawks ticket offerings for the next two years. At 12 Wednesday night games, Aaron's has leased the entire 300-level and Hawks fans will be able to purchase "Aaron's Lucky Dog Wednesdays" tickets for just \$15.

"Our mission at Aaron's is to consistently create new savings opportunities for our customers, whether they're inside the store or out," said Robin Loudermilk, Aaron's Inc. President and CEO. "Now more than ever, families need access to affordable entertainment. Our new Signature Ticket Deal with Philips Arena and the Hawks provides a great value and a terrific excuse to spend time together as a family in an exciting, action-packed venue."

"Our fans are essential in creating home court advantage for the Hawks and the Thrashers," said Tracy White, Senior Vice President, Sales and Marketing, and Chief Sales Officer for the Hawks, Thrashers and Philips Arena. "There's nothing like experiencing professional sports live and in person, and we seek partners who will work with us to bring value-based offers to the fans that support our teams. Thanks to partners like Aaron's, fans at all income levels and families of all sizes can enjoy the live experience right here at Philips Arena."

As the No. 1 concert and events venue in the United States as ranked by *Pollstar* magazine for the first half of 2009, Philips Arena is a key partner in Aaron's on-going efforts to expand their sports marketing presence. At the end of the second quarter of this year, Aaron's had an 18 percent increase in customers compared to the prior year, and Aaron's customer base has continued to grow in markets across the nation. In addition to the partnership with the Atlanta Hawks, the Atlanta Thrashers and Philips Arena, Aaron's has existing sports partnerships with NASCAR, the University of Alabama, Georgia Tech and University of Texas.

"We know that sports marketing is the one of the most effective ways to reach our target market," said Loudermilk. "As other companies continue to pull back their advertising and partnerships, we find great value in aggressively forming new relationships and strengthening existing ones."

#### 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 1,655 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 the Atlanta Hawks, Atlanta Thrashers and Philips Arena

The Atlanta Hawks, Atlanta Thrashers and Philips Arena operating rights are owned by Atlanta Spirit LLC. Individual tickets for the Atlanta Hawks and Atlanta Thrashers are available for the 2009-10 regular season by calling (866) 715-1500, by visiting [www.hawks.com](http://www.hawks.com) or [www.atlantathrashers.com](http://www.atlantathrashers.com), or by visiting the Philips Arena Box Office or any Ticketmaster Ticket Outlet. Named for founding partner Philips, Philips Arena is consistently ranked among the world's top 10 arenas based on attendance. In April 2009, Philips Arena became the first NBA or NHL arena in the world to achieve LEED for Existing Building: Operations and Maintenance (LEED-EB: O&M) certification as specified by the [United States Green Building Council](http://www.usgbc.org) (USGBC). For more information on upcoming Philips Arena events, log onto [www.philipsarena.com](http://www.philipsarena.com).

SOURCE: Aaron's, Inc.

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