



Photo Release -- Big Winner at Arena Bowl XX in Las Vegas is Aaron's

June 12, 2006

Aaron's Logo Seen Everywhere During AFL's Action-Packed Weekend

ATLANTA, June 12, 2006 (PRIMEZONE) -- Aaron Rents, Inc., the nation's leader in the rental, sales and lease ownership, specialty retailing and rental of residential and office furniture, consumer electronics, home appliances and accessories, today announced the completion of another successful season as a corporate partner of the Arena Football League. The season culminated with Arena Bowl XX, the AFL's Championship Game, played Sunday before a crowd of nearly 14,000 fans at the Thomas & Mack Center in Las Vegas. Live televised coverage of the game on NBC accounted for a large amount of national exposure for Aaron's, as well.

A photo accompanying this release is available at <http://www.primezone.com/newsroom/prs/?pkgid=2653>

According to Ken Butler, President of Aaron's Sales & Lease Ownership, "The energy when you're around the AFL is amazing. The fans enjoy getting up close and involved with the players and as a major sponsor, Aaron's has benefited from a huge level of exposure. This season, we've done everything from coordinating the selection of the Aaron's AFL Dream Team Dancers to having our name on the away team players' jerseys. In fact, this is the third year in a row that the team with the Aaron's patch has won the championship! Any fan who was here this weekend or who saw the game on NBC will forever equate Aaron's with the AFL and we couldn't be more pleased."

To select the Aaron's AFL Dream Team Dancers the Company sponsored an online voting process where fans could select their favorite dancer from each franchise. More than 75,000 votes were cast, making the promotion the most successful yet by the Arena Football League. The Aaron's AFL Dream Team Dancers were an important part of the fan experience throughout the weekend, with frequent performances and autograph signings.

Aaron's also sponsored an AFL Sweepstakes which was won by Kim Caltabiano, an Aaron's customer from Browns Mills, New Jersey. Ms. Caltabiano entered the contest after visiting Aaron's and purchasing some home furnishings. "I went in with my friend and bought a new coffee table and she started entering every name she could think of in the AFL Sweepstakes. When Aaron's drew my name I was so thankful I brought her along," said Ms. Caltabiano as she relished her first-ever trip to Las Vegas with her lucky guest, Jill O'Neill.

Aaron's was involved in every nearly aspect of the celebratory final weekend of the AFL season. Several events attracted thousands of fans who saw plenty of Aaron's presence. Prominently displayed outside the entrance of Thomas and Mack Center was a large Aaron's store front display merchandised with Aaron's Dream Collection merchandise. Fans poured through the display all weekend long to look at merchandise and enter register-to-win giveaways. Plus, it was hard not to miss Aaron's logo on signage, video monitors, giveaways, jerseys, and more. Even Aaron's mascot, Lucky Dog, was a featured mascot throughout widely-attended fan events Saturday and Sunday, including the Arenabattle Skills Challenge, The ArenaBowl XX Fan Fest and more.

The weekend began with an awards reception Friday night and ended with the Arena Bowl XX game itself on Sunday. In the end, the Chicago Rush bested the Orlando Predators 69-61 to win their first AFL championship.

Aaron's has been a proud corporate sponsor of the AFL since 2003 and last year extended the relationship through 2008.

Aaron Rents, Inc. (NYSE:RNT) is a leader in the sale and lease ownership of residential furniture, consumer electronics and home appliances, now with over 1,230 Company-operated and franchised stores in 46 states, Canada and Puerto Rico. The Company also manufactures an exclusive line of furniture, bedding and accessories at 12 facilities in four states.

Aaron's stores offer customers access to high quality furniture, appliances, electronics and computers for sale or on a lease-ownership arrangement. Customers have the option of buying their merchandise for an attractive cash price, or opting to lease their merchandise for even greater flexibility. With a lease option, customers make modest monthly payments and have the immediate use of the items they need without waiting for credit checks or other delays. Plus, Aaron's will take care of delivery, set-up, repairs and more for the duration of a customer's lease.

The Aaron Rents, Inc. logo is available at <http://www.primezone.com/newsroom/prs/?pkgid=1554>

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