



## Aaron's NASCAR Dream Machines to Feature Aaron's Outdoors, Mossy Oak Brand Camo Paint Schemes

July 30, 2009

Cars Scheduled to Race at Atlanta Motor Speedway, Lowe's Motor Speedway and  
Texas Motor Speedway

ATLANTA, July 30 /PRNewswire-FirstCall/ -- Aaron's, Inc. of Atlanta, GA (NYSE: AAN), the Aaron's Outdoors television program and Mossy Oak Brand Camo have teamed together to produce a unique marketing campaign that features specialty paint schemes on three NASCAR racecars and a national register-to-win sweepstakes. Aaron's will replace its familiar Aaron's Dream Machine paint schemes with Mossy Oak patterned camouflage and prominently feature the Aaron's Outdoors logo on the hood and TV panel of the racecars. To help promote the special paint schemes, Aaron's has also developed a national register-to-win sweepstakes that will award nine grand prize winners camouflaged replica race helmets, each autographed by the three drivers who will pilot the cars.

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

Aaron's has had ownership in the Aaron's Outdoor television program since 2007 and this campaign will promote the partnership of the Aaron's Outdoors, Aaron's motorsports teams and Mossy Oak Brand Camo. It is designed to appeal to avid and casual outdoorsmen and NASCAR fans.

The first of these special paint schemes will premiere on the Michael Waltrip Racing (MWR) No. 00 NASCAR Sprint Cup Series Aaron's Dream Machine driven by David Reutimann at the Pep Boys Auto 500 at Atlanta Motor Speedway on September 6, 2009. The paint scheme will again be featured on the R3 Motorsports No. 23 NASCAR Nationwide Series racecar driven by Ken Butler III in the Dollar General 300 at Lowe's Motor Speedway on October 16. The final paint scheme can be seen on the MWR NASCAR Nationwide Series No. 99 driven by Trevor Bayne in the O'Reilly Challenge at Texas Motor Speedway on November 7.

In addition to featuring the special paint schemes on the racecars, the program will include a national register-to-win sweepstakes offering fans a chance to win one of nine replica race helmets featuring Mossy Oak Brand camouflage and autographed by each of the three drivers. Registration for the sweepstakes begins July 30 and ends on Nov. 4. An independent judging organization will choose three winners the week before each featured race.

The specialized racecars and helmet sweepstakes will be promoted through a combination of television, radio and print advertising along with a comprehensive Internet program all designed to drive fans to learn more about Aaron's and register for the sweepstakes on the [www.shopaaron.com/camocontest](http://www.shopaaron.com/camocontest) website.

"Our involvement with the Aaron's Outdoors television program has been beneficial in communicating Aaron's business model to the casual and avid outdoorsmen and we are proud to develop this program and combine the Mossy Oak camouflage pattern with our racecars," said Robin Loudermilk, Chief Executive Officer, Aaron's, Inc. "Aaron's knows that our customers and associates enjoy the outdoors and that when they get home, they also enjoy top-quality name-brand furniture, appliances, electronics and computers that are available at Aaron's. We believe this program will be a hit with race fans, as well as those who hunt and fish."

"I'm thrilled to be the first to run the Aaron's Outdoors/Mossy Oak Brand 'Tree Stand' Camo paint scheme on the No. 00 Aaron's Dream Machine at Atlanta Motor Speedway in September," said driver David Reutimann. "For a majority of fans, being outdoors is just as popular as attending their favorite NASCAR race weekend, so partnering with Aaron's Outdoors and Mossy Oak Brand is going to be an exciting experience for everyone."

"I am so grateful to Aaron's and Mossy Oak Brand Camo who allow me to bring family traditions into your home through our Aaron's Outdoors television program," stated Jarrod Brannon, host of Aaron's Outdoors. "Having this Aaron's Outdoors /Mossy Oak special paint scheme on David Reutimann's No. 00 NASCAR Cup Series racecar at Atlanta Motor Speedway is truly a dream come true for me. And with the camo race helmet sweepstakes supporting the race cars, I believe race fans and outdoorsmen will really relate to this program. I can't wait to see this car on the high banks of Atlanta Motor Speedway."

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 1,615 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 Aaron's Outdoors Television

Aaron's Outdoors TV is featured on CSS and the Pursuit Channel with host, Jarrod Brannen. Jarrod, along with his wife and five children, bring viewers an up close and personal look to some of North America's best game and fishing opportunities. By visiting their website, [www.aaronsootdoorstv.com](http://www.aaronsootdoorstv.com), you can learn more about the show and how the Brannen Family continues to make time for traditions.

About Mossy Oak Brand Camo

Mossy Oak/Haas Outdoors Inc. Haas Outdoors Inc., headquartered in West Point, Miss., was established in 1986 and is home of Mossy Oak ([www.mossyoak.com](http://www.mossyoak.com)). Mossy Oak specializes in developing and marketing modern camouflage designs for hunters and outdoorsmen. Mossy Oak patterns can be found on a multitude of products worldwide. Haas Outdoors Inc. is the outdoor industry leader in modern camouflage design, international licensing and marketing. Haas Outdoors Inc. markets its services and products under widely recognized brands including: Mossy Oak, BioLogic, Mossy Oak Productions, Mossy Oak Interactive, LLC, Nativ Nursery and Mossy Oak Properties.

SOURCE Aaron's Inc.

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(AAN)

CO: Aaron's Inc.; Mossy Oak Brand Camo; NASCAR; Aaron's Outdoors

ST: Georgia

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