



Aaron's and The Wendy Williams Show Announce "Win a Room in June" Contest

May 14, 2014

Enter to Win a Master Bedroom, Living Room, Dining/Kitchen/Laundry Room or "Mom Cave" Makeover from Aaron's

ATLANTA, May 14, 2014 /PRNewswire/ -- Aaron's, Inc., (NYSE: AAN), the leading lease-to-own specialty retailer that offers flexible payment options for furniture, electronics and appliances, in partnership with *The Wendy Williams Show*, is offering the show's viewers the chance to win a room makeover during the "Win a Room in June" contest. Each week in June, one winner will be awarded brand new furniture for a bedroom, living room, dining/kitchen/laundry room or "mom cave" provided by Aaron's. Viewers can enter to win by submitting a photo of the room they want refreshed, along with a 200-word description of why they could benefit from the room makeover online at <http://community.wendyshow.com/aarons> through Friday, June 13.

"*The Wendy Williams Show* has an incredible audience of dedicated fans, many of whom are loyal Aaron's customers," said Aaron's VP of Marketing Andrea Freeman. "This exciting partnership with four room makeovers underscores Aaron's brand promise, giving viewers the ability to own the life they want. Together we will make dreams a reality."

As a media mogul and entrepreneur, Wendy Williams, delights viewers with her distinctive authenticity, entertaining personality, and the real advice she offers to her audience looking for solutions to problems. Her empowering messages parallel that of Aaron's—Own the Life you Want—a sentiment that she lives and aspires for her audience.

Karen Bonck, SVP of Branded Partnerships for DeMar-Mercury added, "Wendy watchers are known for their style, so the chance to update a room in their house with all new furniture is a perfect fit with the fun segments they've come to expect from *The Wendy Williams Show*. We're delighted to be partnering with Aaron's to offer viewers the chance to own one of four fabulous new rooms."

Aaron's makes owning easy through lease ownership and the room makeovers will enable the deserving weekly winners to own the life they want.

In addition to the room makeovers, each contest winner will receive roundtrip air transportation for two to New York to attend a taping of *The Wendy Williams Show*, hotel accommodations for one night and ground transportation to the show. The available prize packages include:

Master Bedroom:

- 6pc. Bedroom Suite
- Simmons Beautyrest® Pillowtop Mattress
- Magnavox® 39" LED TV
- Philips® Wi-Fi Blu Ray Player
- Dell® 15.6" Touchscreen Laptop

Living Room Group:

- Woodhaven® 9pc. Living Room Suite
- RCA® 65" LED TV w/Stand
- LG® 1000 Watt Wifi Home Theater System w/Blu Ray Player
- Samsung® Galaxy Note Tablet

Dining Room, Kitchen & Laundry Room:

- 6pc. Dining Room Suite
- Maytag® Refrigerator
- Frigidaire® Stainless Steel Range
- JVC® 39" LED TV
- LG® Stainless Steel Washer & Dryer
- HP® Touchscreen Laptop

"Mom Cave":

- VIZIO® 70" LED Smart TV
- Samsung® 2300 Watt Giga Audio System w/DJ Effects
- Philips® Smart Home Theater System
- Dell® Pro Wi-Fi Tablet
- TV Stand w/Fireplace and Mini Refrigerator
- 8pc. Lounging Suite

For more information about the contest or to enter to win, please visit <http://community.wendyshow.com/aarons>. To learn more about Aaron's, join the

conversation by "liking" Aaron's on Facebook (facebook.com/aaronsinc) and following Aaron's on Twitter (twitter.com/AaronsInc).

About Aaron's, Inc.

Aaron's, Inc. (NYSE: AAN), a leader in the sales and lease ownership and specialty retailing of residential furniture, consumer electronics, home appliances and accessories, has more than 2,130 Company-operated and franchised stores in 48 states and Canada. Aaron's was founded in 1955, is headquartered in Atlanta and has been publicly traded since 1982. For more information, visit www.aarons.com. Aaron's, Inc. includes the Aarons.com and ShopHomeSmart.com brands.

About "The Wendy Williams Show"

"The Wendy Williams Show" is *the* provocative, must-see talk show in daytime. Taped live in New York City, the show screens internationally in 52 countries, is syndicated nationally and airs on BET at midnight. Viewers delight over Williams' distinctive and entertaining personality, as well as a diverse mix of interviews with celebrity guests from television, film, music and sports. Popular segments include "Hot Topics," in which she delivers her own unpredictable, honest and authentic take on the juiciest headlines, and "Ask Wendy," during which she offers real advice to audience members looking for solutions to problems. "The Wendy Williams Show" is produced and distributed by Debmar-Mercury, a wholly owned subsidiary of Lionsgate (NYSE: LGF), a leading global entertainment company.

Media Contacts: Kate Thacker; 404-879-9194; kate.thacker@ketchum.com

Marcus Cammack; 212-401-0188; mcammack@wendyshow.com

SOURCE Aaron's, Inc.