



Aaron Rents Appoints New Director Of Advertising And Names New Advertising Agency

October 16, 1998

ATLANTA, Oct. 16 -- Aaron Rents, Inc. (NYSE: RNT), one of the nation's leading furniture rental and sales companies, today announced the appointment of Barry Stein as director of advertising for the rent-to-rent division. Additionally, Carroll/White Advertising has been named the agency of record for the division.

Mr. Stein will direct the \$4.5 million advertising effort, driving traffic to residential and office stores and building the retail brand. Division president Brian Stahl said, "Barry is an experienced marketing communications professional with exceptional skills in strategic planning, creative direction, sales promotion and electronic merchandising technologies. He is a great addition to the Aaron's team."

Formerly, Mr. Stein served as director of advertising for Abbey Carpet Company in Naples, Florida; advertising manager for Dupont Corporation's Flooring Systems Division; and General Manager for the communications division of Maxim Group. He holds a B.S. degree from the University of Cincinnati.

Carroll/White Advertising will assist with the launch of the division's 1999 campaign and the move represents an integral strategy to build brand, reduce cost and increase earnings through creative, effective advertising. Carroll/White has been the agency of record for the Aaron's Rental Purchase division since 1992, working in virtually every phase of that division's sales and marketing operations.

Aaron Rents, Inc., based in Atlanta, has a total of 416 stores in 32 states for the rental and sale of residential and office furniture and accessories, consumer electronics, household appliances and convention furnishings. The Company manufactures furniture at five plants in Georgia and Florida.

Note: Forward looking statements in this news release are based on current expectations, which are subject to risks and uncertainties, and actual results may vary materially from these expectations due to such factors as changes in general economic conditions, competition and pricing, customer demand and other issues.