



## **Aaron's Outdoors Signs With Versus, Fox Sports South**

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### **Increases viewership to more than 88 million households**

ATLANTA, Dec. 16, 2010 /PRNewswire via COMTEX/ -- Aaron's Outdoors, the outdoor family show produced by lease-to-own retailer Aaron's, Inc. (NYSE: AAN), will move its programming to the Versus cable channel on December 30, 2010, reaching 77 million homes. The show will also launch on Fox Sports South on January 1, 2011, reaching an additional 11 million homes. The move substantially increases the program's viewership to more than 88 million homes across the U.S., up from 22 million it received while airing on the Pursuit Channel in 2010.

Aaron's is producing 20 new episodes for 2011 that will air on Thursdays at 12:30 p.m. on Versus and Saturdays at 8 a.m. on Fox Sports South. A new website for Aaron's Outdoors will also launch January 2010, including past episodes, previews of upcoming episodes and links to the show's Facebook and Twitter pages.

"All across North America, Aaron's is known for affordable lease ownership plans, without the need for credit, on name brand furniture, electronics, appliances and computers - the things every family needs for the inside of their home," said David Wolff, Aaron's Director of Strategy and Creative Development. "Aaron's Outdoors is Aaron's celebration of family life outside the home, in the great outdoors. Each week, the Brannen Family and their guests remind us that the most precious gift of nature is the time we spend together in it."

Aaron's Outdoors, on air since 2005, follows the Brannen Family as they explore nature. The family consists of Jarrod, Leanne, and their five children - Cole, Hatcher, Toxey, Grey, and their youngest, a daughter, Mary Blake. The Brannens hunt together, fish together and share with their audience how nature teaches many lessons that can be applied to everyday life.

The switch to Versus and Fox Sports South will also accompany a new marketing partnership with O'Neill Outside, airing on Versus TV and on Atlanta WSB AM/FM radio.

### **About Aaron's, Inc.**

Aaron's, Inc. (NYSE: AAN), the nation's leader in the sales and lease ownership and specialty retailing of residential furniture, consumer electronics, home appliances and accessories, has more than 1,800 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. For more information, visit [www.aarons.com](http://www.aarons.com).

SOURCE Aaron's, Inc.