



Aaron's Talladega Dream Weekend Winners Given One-of-a-Kind Sam Bass Trophies

April 21, 2010

ATLANTA, April 21, 2010 /PRNewswire via COMTEX/ --Aaron's, Inc. (NYSE: AAN) will present one-of-a-kind, hand-painted Sam Bass trophies to the winners of the NASCAR Sprint Cup Series (NSCS) Aaron's 499 and Nationwide Series Aaron's 312 at Talladega Superspeedway April 24 and 25. The new trophy designs will be fixtures in the Winner's Circle each year Aaron's sponsors the two race events.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100421/CL90770>)

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

Aaron's contracted with renowned motorsports artist, Sam Bass of Concord, N.C., and race trophy supplier Fast Forward Marketing of Spring, Texas, in coordination with award manufacturer, MTM Recognition of Oklahoma City, Okla., to design and produce a unique trophy that will be coveted by drivers and teams.

"The Aaron's Dream Weekend features extraordinary racing not seen at any other racetrack on the circuit. Aaron's created a trophy that exemplifies this unique race and one that will stand out from any other trophy," said Ken Butler, chief operating officer of Aaron's, Inc. "Having a Sam Bass original work of art on your trophy shelf is something that every driver will strive for each and every year."

The Aaron's 499 trophy will feature a black stained walnut base sculpted in the shape of Talladega's 2.66 mile tri-oval track with a reflective clear acrylic top. The trophy is crowned by a gold toned silhouetted race winner standing on top of the clear acrylic above Bass' original painting of the Aaron's 499 "Dream Machine" and flanked by silver checkered flags. Sam Bass will then replace the original Aaron's 499 "Dream Machine" painting with an original illustration of the winning car thereby completing the overall effect of the winning driver standing atop the winning racecar, celebrating his victory. The Aaron's 312 trophy will reflect the same design only on a smaller scale and with a silver-tone finish of the winning driver. A Sam Bass original painting of the winning racecar will be the centerpiece of the award. In addition to designing the trophy and creating an original work of art for the winner, Bass will also have the honor of being present with the winners in Victory Lane.

"I am honored that Aaron's chose me to help develop these trophies," said Sam Bass, NASCAR's first officially licensed artist. "Painting the winning car at the moment of victory and including it into the winner's trophy is such a unique concept and one that I am appreciative to be a part of. I look forward to actually painting it live on the spot for future presentations of the trophies."

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 1,700 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.aaronsinc.com.

About Sam Bass

Sam Bass is the most accomplished artist and graphic designer in NASCAR. Since 1987, he has created race team graphics for corporate America's leading sponsors, NASCAR team owners and drivers. He is also known for his fine-art original paintings and a distinctive style when it comes to his design of track program covers, racing-themed ad campaigns, posters, apparel and custom shop guitars. His personal studio and motorsports art gallery in Concord, N.C., are adjacent to Charlotte Motor Speedway. He is the first officially licensed artist of NASCAR. For more information, please call 704/455-6915, or log on to www.sambass.com.

About Fast Forward Marketing

Fast Forward Marketing is the premier supplier of custom theme related trophies and awards to the auto racing industry. Fast Forward's owner, Mike Barth, has specialized in marketing & designing custom race trophies since 1996, and currently supplies the most creative trophies in the industry for numerous forms of racing including NASCAR, IndyCar and several forms of road racing. Fast Forward's customers include Talladega, Daytona, Bristol, Phoenix, Richmond, Infineon, Chicagoland, Kentucky and the Auto Club Speedway in addition to numerous corporate sponsors and race teams. For more information, please call 281/288-2928, or log on to www.fastfwdmktg.com.

About MTM Recognition

MTM, headquartered in Oklahoma City, Oklahoma, creates and implements recognition products and programs that celebrate achievement, reward performance, honor service, and brand and reinforce company image. MTM offers comprehensive, meaningful, memorable recognition solutions. For more information, log on to www.mtmrecognition.com.

SOURCE Aaron's, Inc.