



## Aaron's, Inc. to Drive Donations for Troops at Coca-Cola 600

May 27, 2010

ATLANTA, May 27, 2010 /PRNewswire via COMTEX/ --Aaron's, Inc. (NYSE: AAN) and the Armed Forces Foundation (AFF) have united in a collaborative effort to drive donations for military families this approaching Memorial Weekend.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100527/CL12135> )

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

Aaron's and the AFF first initiated a text-to-give campaign that allows participants to text AFF to 50555 to donate \$10 to the Armed Forces Foundation which serves the military and their families. Ninety-four percent of all donations goes directly to military members and their families and helps with items such as every day living expenses, housing improvements and travel expenses.

"Teaming up with the Armed Forces Foundation allows us an opportunity to give back to those who have given so much to our country," said Ken Butler, COO of Aaron's, Inc. "The work of the AFF is vitally important because it supports not only military soldiers, but also their families and the sacrifices they make every day."

Additionally, Aaron's will honor the AFF at the upcoming Memorial Weekend Coca-Cola 600 with a custom paint scheme for the Michael Waltrip Racing No. 00 NASCAR Sprint Cup Series Aaron's Dream Machine Toyota, driven by David Reutimann. The paint scheme will feature the AFF logo and a patriotic red, white and blue design. Aaron's will also donate a minimum of \$10,000 to the AFF. However, if Reutimann finishes in the top five, Aaron's will double the donation to \$20,000. If Reutimann wins the race, Aaron's will donate \$200,000 to the AFF.

### **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 1,705 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](http://www.aaronsinc.com).

### **About Armed Forces Foundation**

In 2001 the Armed Forces Foundation (AFF) was established as a 501(c)3 organization under the U.S. Department of Defense's America Supports You program. AFF offers vital assistance to active-duty and retired personnel, National Guard, Reserve Components and military families as they cope with difficult circumstances. Through a multitude of programs the Armed Forces Foundation assists military families with utilities and rent; hotel and travel costs; holiday gifts for military children; and therapeutic recreational activities. The Armed Forces Foundation has been recognized by the President of the United States, the Department of Defense, the Department of Veterans Affairs, the Department of Education and the Department of Energy for its dedication to America's Service Members. For more information on our Foundation or to aid us in our mission please visit us at our website [www.armedforcesfoundation.org](http://www.armedforcesfoundation.org).

*Editor's note: Text Campaign Disclaimer - A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. MSG & Data rates may apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the Armed Forces Foundation by the MGIVE Foundation and subject to the terms found at [WWW.MGIVE.COM/A](http://WWW.MGIVE.COM/A). To unsubscribe text STOP to 50555, for help text HELP to 50555.*

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