



Aaron's Celebrates 60th Anniversary With Action-Packed 2015

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Tribute to 1955 Founding Kicks Off With March 1 NASCAR Race

ATLANTA, Feb. 27, 2015 /PRNewswire/ -- A yearlong celebration of the 60th anniversary of Aaron's, Inc. (NYSE: AAN), a lease-to-own retailer specializing in the sales and lease ownership of furniture, consumer electronics, home appliances and accessories, gets off to a fast start at this weekend's NASCAR Sprint Cup at Atlanta Motor Speedway.



One of NASCAR's rising stars, Brett Moffitt, will drive the Aaron's Dream Machine Toyota that has been specially decorated for the 60th anniversary. For the March 1 race, the car will sport its usual No. 55 but also will be emblazoned with large white letters reading "60th Aaron's Anniversary" on its navy blue hood.

The 22-year-old Moffitt is driving in place of veteran Brian Vickers, whose return from a December heart surgery is set for the following weekend at Las Vegas Motor Speedway. Both Vickers and Moffitt are members of Michael Waltrip Racing, and it was the legendary Waltrip who drove the No. 55 car this past Sunday at the Daytona 500.

"We are thrilled to be partners with Aaron's and helping the Company commemorate its 60th anniversary beginning with the NASCAR Sprint Car Series race in its hometown of Atlanta," said Waltrip, founder and co-owner of MWR. "We are confident that Brett will get this anniversary celebration off to a great start."

The 60th anniversary of Aaron's runs throughout 2015 and will be marked by numerous events, festivities and store promotions. Aaron's was founded in 1955 by Charlie Loudermilk with a partner and a \$500 loan, and today is a publicly traded Company with more than 2,100 stores in the United States and Canada.

"This year we proudly celebrate six decades of unrivaled success in the rent-to-own industry, tremendous growth, and dedication to our customers and the communities we serve," said John Robinson, CEO of Aaron's, Inc. "Our anniversary plans will pay homage to our rich corporate history while continuing our 60-year record of strong community and philanthropic involvement."

Aaron's already has launched a storewide promotion tied to its 60th anniversary. Through March, the Company is offering its customers select merchandise at \$60 per month and a six months same-as-cash flexible payment option.

Other events planned for the 60th anniversary year include Aaron's National Managers Meeting in New Orleans in mid-March. This meeting of store managers from across North America will be highlighted by high-profile community outreach efforts that also commemorate the 10th anniversary of Hurricane Katrina. During one outreach event, more than 400 Aaron's employees will partner with Hands On New Orleans in one location to clean and repaint historic Behrman Stadium, which serves 10 area schools. Additionally, Aaron's will transform the home of one New Orleans store customer with a surprise makeover that will include new furniture and electronics.

The anniversary also will feature the continuation of Aaron's \$1 million partnership with the Boys & Girls Clubs of America Keystone Program, which empowers teens to develop their character and leadership skills so they can reach their potential and create positive change in the community. Earlier this month, Aaron's teamed with BGCA to refurbish a teen center at the Eastside Branch of the Boys & Girls Club of San Antonio. Additional teen center makeovers are planned for Nashville and California.

About Aaron's, Inc.

Aaron's, Inc. (NYSE: AAN), a leader in the sales and lease ownership and specialty retailing of furniture, consumer electronics, home appliances and accessories, currently has more than 2,100 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. Progressive Leasing, a wholly owned subsidiary and leading virtual lease-to-own company, provides lease-purchase solutions through approximately 15,000 retail locations in 46 states. Aaron's, Inc. includes the Aarons.com, ShopHomeSmart.com and ProgLeasing.com brands. For more information, visit www.aarons.com.



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SOURCE Aaron's, Inc.

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