



Aaron's Freedom Ride to Begin August 26 in Atlanta; 1,000-Plus Mile Cycling Tour Honors First Responders and Victims of September 11 Attacks

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ATLANTA, Aug. 24, 2011 /PRNewswire via COMTEX/ -- Aaron's, Inc. (NYSE: AAN), a lease-to-own retailer specializing in the sales and lease ownership of residential furniture, consumer electronics, home appliances and accessories, announced the Aaron's Freedom Ride will depart from the Terminus Building in Atlanta at 9 a.m. on August 26. The Aaron's Freedom Ride commemorates the tenth anniversary of the September 11 attacks and pays tribute to those who lost their lives as first responders during the attacks. More than 20 cyclists will participate in the 16-day cycling tour that will span 1,035 miles and culminate in a remembrance service at Ground Zero in New York City.

The idea for the Aaron's Freedom Ride originated in 2009 with Atlanta firefighter Mike Palmeri, an avid cyclist. All 20-plus cyclists participating in the ride are Georgia firefighters and public safety officials. In addition to honoring the victims and survivors of the September 11 terrorist attacks, the mission of the ride is to raise funds and awareness for the Atlanta Fire Foundation and a New York City 9/11 Fund.

The Freedom Riders will cycle an average of 100 miles per day and will stop in fifteen cities during their journey to New York City, with a rest day scheduled in Washington D.C. At the end of each day, the riders will be greeted by local members of the American Fire Service. The Aaron's Freedom Ride schedule is as follows:

Day 1	August 26	Atlanta to Ellijay, GA
Day 2	August 27	Ellijay, GA to Cherokee, NC
Day 3	August 28	Cherokee, NC to Mt. Pisgah, NC
Day 4	August 29	Mt. Pisgah, NC to Little Switzerland, NC
Day 5	August 30	Little Switzerland, NC to Glendale Springs, NC
Day 6	August 31	Glendale Springs, NC to Rocky Knob, VA
Day 7	September 1	Rocky Knob, VA to Peaks of Otter, VA
Day 8	September 2	Peaks of Otter, VA to Waynesboro, VA
Day 9	September 3	Waynesboro, VA to Culpeper, VA
Day 10	September 4	Culpeper, VA to Washington, D.C.
Day 11	September 5	Rest Day in Washington, D.C.
Day 12	September 6	Washington, D.C. to Denton, MD
Day 13	September 7	Denton, MD to Cape May, NJ
Day 14	September 8	Cape May, NJ to Atlantic City, NJ
Day 15	September 9	Atlantic City, NJ to Long Branch, NJ
Day 16	September 10	Long Branch, NJ to New York City

"As we approach the tenth anniversary of the September 11 attacks, it is crucial for our nation to remain committed to preserving the memory of all those who have perished while ensuring our freedom and safety," said Robin Loudermilk, CEO of Aaron's, Inc. "Aaron's is proud to support the efforts of some of Georgia's finest in their dedication to commemorate the victims and survivors of the September 11 attacks. It is our hope that the community will gather in each city the Aaron's Freedom Ride passes through to cheer on the riders and to pay tribute to all who gave their lives on 9/11."

To learn more about the Aaron's Freedom Ride and how you can help, visit <http://www.freedomride2011.com/>. You can also follow the riders' progress via Facebook and Twitter.

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 1,890 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 <http://www.aarons.com/>.

SOURCE Aaron's, Inc.