



Aaron's, Inc. Named Company of the Year by Business to Business

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ATLANTA, Jan 20, 2010 (BUSINESS WIRE) -- Atlanta's Business to Business named Aaron's, Inc. (NYSE: AAN) "Company of the Year" at its 2010 Annual Awards, which recognizes the extraordinary accomplishments and contributions of Atlanta's great business leaders and companies.

The award will be presented by Ambassador Andrew Young this evening at the Atlanta History Center. The "Company of the Year" honor represents a company or organization that demonstrates strong financial performance and growth, as well as innovation in its industry.

"Atlanta is home to a multitude of outstanding companies, and Aaron's was honored and deeply moved to join the ranks of past *Business to Business* 'Company of the Year' honorees including Chick-fil-A and GE Energy," said Ken Butler, Aaron's, Inc. Chief Operating Officer. "We are immensely proud to have invested in Atlanta and in a multitude of other cities in 48 states and Canada over the past 55 years, and we hope to continue that tradition for the decades, even centuries to come."

"Aaron's is without question one of Atlanta's top companies, and it was fitting to honor them as 'Company of the Year' in the same year they are celebrating 55 years in business," said Stephen Reynolds, *Business to Business* Publisher. "Not only have they had a positive impact on Atlanta from an economic standpoint - with job creation and revenue generation - but they have gone above and beyond to embrace the community and improve the lives of the people who live here. Aaron's is successful in every way a company can be, and that's something few businesses can claim."

In its 13th year, *Business to Business* will present the 2010 Annual Awards tonight to recognize the following honorees: CEO of the Year to Jim Rubright, Chairman & CEO, Rock Tenn; Company of the Year to Aaron's, Inc.; Philanthropist of the Year to Guy Millner and Atlanta Legend to John Portman.

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 1,695 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 Business to Business

Business to Business focuses on Atlanta business and its leaders, news and events that shape the Atlanta business community. Targeting senior level leaders from Fortune 500 companies to companies with more than \$10 million in revenue, *Business to Business* magazine reaches the key decision makers in the greater Atlanta area. To learn more about Business to Business, visit www.btobmagazine.com.

SOURCE: Aaron's, Inc.

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