



Aaron's, Inc. To Honor BCS National Champion Alabama With Custom NASCAR Paint Scheme

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Aaron's Crimson Tide-Themed No. 00 Sprint Cup Dream Machine to Race at Talladega

ATLANTA, Jan 11, 2010 /PRNewswire via COMTEX/ -- Aaron's, Inc. (NYSE: AAN) proudly announced today it will honor the new BCS National Champion University of Alabama with a commemorative Crimson Tide-themed NASCAR paint scheme. The Michael Waltrip Racing (MWR) No. 00 NASCAR Sprint Cup Series (NSCS) Aaron's Dream Machine Toyota, to be driven by David Reutimann, will make its on-track debut April 25 in the Aaron's 499 race at Talladega Superspeedway.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100111/CL35723>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090423/CL038211.LOGO>)

As a corporate sponsor of Alabama and the University of Texas, Aaron's supports both teams and wanted to celebrate the winner no matter who it turned out to be. With Alabama's win, the racecar is sure to be a fan favorite as it will feature the school's trademark Crimson and the official national championship logo when competing at the school's home racetrack.

"Aaron's couldn't be more proud that two of its partner universities were represented in this year's national championship game," said Robin Loudermilk, Chief Executive Officer of Aaron's, Inc. "While Alabama clinched the title, Texas put up a tough fight making the game one of the most outstanding in BCS history. We are honored and excited to take Alabama's triumph a step further with the opportunity to put this commemorative racecar in victory lane at our race in Talladega."

The program will kick off at the University of Alabama A-Day game scheduled for April 17 where the racecar will be unveiled and displayed prior to the football game. The car will then move on to Talladega Superspeedway for the Aaron's Dream Weekend, before starting a tour throughout the state making stops at select Aaron's stores.

Fans and collectors can pre-order limited edition 1/24-scale collectable die cast replicas of the racecar at Aaron's stores nationwide starting January 22. Quantities are limited and will be sold on a first-come, first-served basis. The replicas are expected to arrive in stores by the middle of May. For more information, details about how to pre-order and Aaron's store locations, visit www.shopaaron.com.

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.

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