



Aaron's and Michael Waltrip Racing Announce Full-Season NASCAR Sprint Cup Sponsorship

August 13, 2013

Brian Vickers to Pilot the No. 55 Aaron's Dream Machine for All 36 Sprint Cup Races in 2014

ATLANTA, Aug. 13, 2013 /PRNewswire/ -- Aaron's, Inc. (NYSE: AAN) announced today it has reached a multi-year agreement to sponsor Brian Vickers in Michael Waltrip Racing's (MWR) No. 55 Toyota Camry in every NASCAR Sprint Cup Series race.

(Photo: <http://photos.prnewswire.com/prnh/20130813/CL63237>)

(Logo: <http://photos.prnewswire.com/prnh/20130718/CL49204LOGO>)

"We at Aaron's are thrilled about this partnership. We're building a championship organization – and we know that Brian Vickers and the No. 55 team, under Michael Waltrip's tradition of winning, are focused on building a championship caliber team," said Ronald W. Allen, Aaron's Chairman, President and Chief Executive Officer. "So many of our customers are enthusiastic and loyal NASCAR fans and we are proud to be a part of a sport they are passionate about. We are looking forward to continued success with Brian Vickers both on and off the track."

Vickers has raced the No. 55 on a part-time basis the last two seasons for MWR posting several impressive performances including his third career victory at New Hampshire Motor Speedway on July 14.

Beginning in 2014, he'll pilot the No. 55 Aaron's Dream Machine with a fresh new paint scheme, unveiled today at the NASCAR Hall of Fame in Charlotte, N.C. in every race.

"I can't put into words how this makes me feel," said 29-year-old Vickers. "I've really found my home at MWR over the past few years, and I've enjoyed getting to know the Aaron's associates and customers. I am honored that Aaron's is welcoming me into their family full-time. Knowing that I have a top-notch team and a dedicated sponsor for a full season is a really great feeling every driver dreams about, and like everyone else, I want to win races and win a championship. Michael and co-owner Rob Kauffman are really building something special at MWR and are giving me the tools to accomplish those goals."

"Aaron's is a cornerstone to MWR's success. This is a big announcement today because it shows a tremendous vote of confidence in the sport of NASCAR and the entire Michael Waltrip Racing organization," said Michael Waltrip, founder and co-owner of Michael Waltrip Racing.

"The relationship with Aaron's is very personal to me because they helped place Michael Waltrip Racing on the map in 2000 when I was running a half dozen Nationwide Series races from a small garage in my backyard. Now they are enabling MWR to continue its growth as we will have three drivers racing for the NASCAR Sprint Cup championship in 2014 and beyond. So much of this confidence comes from the NASCAR fans who continue to support the sponsors of our teams. I want to sincerely thank the NASCAR fans who are Aaron's customers because you make this all happen," said Waltrip.

Aaron's support of NASCAR goes beyond its support of MWR. In 2002, the company became a title sponsor of Aaron's Dream Weekend at Talladega Superspeedway, with the Aaron's 312 Nationwide Series race and the Aaron's 499 NASCAR Sprint Cup race.

About Aaron's, Inc.

Aaron's, Inc. (NYSE: AAN), a leader in the sales and lease ownership and specialty retailing of residential furniture, consumer electronics, home appliances and accessories, has more than 2,101 Company-operated and franchised stores in 48 states and Canada. Founded in 1955 by entrepreneur and Chairman Emeritus R. Charles Loudermilk, Sr. and headquartered in Atlanta, Aaron's has been publicly traded since 1982. For more information, visit www.aarons.com.

Aaron's, Inc. includes brands such as Aarons.com, GoRimco.com, and ShopHomeSmart.com.

Media Contacts:

Garet Hayes; garet.hayes@aarons.com; 678-402-3863

Marissa Kandel; marissa.kandel@ketchum.com; 404-879-9203

SOURCE Aaron's