



## Aaron's, Inc. Opens Milestone 1,700th Store

March 29, 2010

### Marks Company Growth With 2,000 Employees In Dallas For Community Service

ATLANTA, March 29, 2010 /PRNewswire via COMTEX/ --Aaron's, Inc. (NYSE: AAN) has announced the recent opening of its 1,700th store, a reflection of the Company's strong growth and the solid business model offering credit-strained customers lease-to-own options.

(Logo: [http://www.newscom.com/cgi-bin/prnh/20090423/CI\\_038211.LOGO](http://www.newscom.com/cgi-bin/prnh/20090423/CI_038211.LOGO))

"The Aaron's business model has proven to succeed in both up and down economies," said Robin Loudermilk, Aaron's, Inc. President and Chief Executive Officer. "The 1,700th store opening in Covington, Louisiana, demonstrates the success the Company has experienced in spite of the faltering economy we've seen over the past few years. We plan to maintain this trend, increasing our store count by approximately five percent to nine percent during 2010."

Because of its continued success, Aaron's is making a concerted effort to give back to the communities in which the Company conducts business. Aaron's is once again transforming its national managers meeting into a Company-wide community outreach effort. More than 2,000 Aaron's employees will be in Dallas for the event and will dedicate \$300,000 and 5,600 hours in products and services to Dallas/Ft. Worth-area charitable organizations. Texas represents one of Aaron's largest and fastest growing markets - holding this year's meeting in Dallas was a natural choice, allowing Aaron's associates to assist thousands of Dallas/Ft. Worth residents during the two-day outreach projects.

The event follows last year's inaugural community outreach meeting in the nation's capital, at which Aaron's partnered with the Armed Forces Foundation and focused efforts on Bethesda Naval Medical Center, The Hunter Holmes McGuire VA Medical Center and Walter Reed Army Medical Center. This year's endeavors will again pay homage to military-related organizations as well as several Dallas/Ft. Worth community non-profits.

"Aaron's believes that part of our success is due to the widespread training provided for regional and store managers," said Ken Butler, Aaron's, Inc. Chief Operating Officer. "In recent years, as we've brought together this large number of managers at the national meeting, they began asking if they could spend part of the meeting focused on giving back to the community. This is our second, full-fledged year of sending a massive number of associates into the community. We're extremely proud of each and every one and their desire to help make dreams come true for thousands in the Dallas/Ft. Worth area."

### **Aaron's 2010 Dallas-Area Community Outreach Events for Wednesday, March 31**

#### **1. Wounded Warriors 5K Walk/Run**

**Location:** The Gaylord Texan, 1501 Gaylord Trail, Grapevine, TX 76051

**Time: 9:00 a.m. Rally and 9:30 5K Walk/Run** - In honor of the incredible sacrifices made by the brave men and women in all branches of the United States Military, Aaron's will proudly host its second annual Wounded Warrior 5K Walk/Run to benefit the Wounded Warrior Project, a national organization supporting wounded veterans. A special Aaron's Torch Relay will kick-off the rally at 9 a.m. to commemorate the beginning of the 2010 Aaron's Outreach Project, with a torch representing each of the seven events. Led by two honorary Wounded Warriors, Aaron's associates, veterans and invited guests with a patriotic spirit will participate during the Wounded Warriors 5K Walk/Run as leisure walkers or runners. Additionally, Aaron's associates across the country raised more than \$77,755, far above the original \$10,000 goal, as a donation to the Wounded Warrior Project. For more information, visit [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org).

#### **2. SpiritHorse Therapeutic Center**

**Location:** 1960 Post Oak Drive Corinth, TX 76210

**Time: 8:30 to 11:30 a.m.** - The SpiritHorse Therapeutic Center provides private therapeutic horseback riding services to people with disabilities, children who are victims of abuse, at-risk-youth, youth in after-drug rehab and battered women. SpiritHorse currently has 22 licensed centers worldwide that serve an additional 600 children with disabilities. Aaron's associates will execute various landscaping projects to include the installation of new horse stables and general outdoor maintenance. Attendees will also assist children with special needs in reaching their full potential through interaction with the horses and skills such as mounting/dismounting. For more information, visit [www.spirithorsetherapy.com](http://www.spirithorsetherapy.com).

#### **3. Carter BloodCare Blood Drive**

**Location:** The Gaylord Texan, 1501 Gaylord Trail, Grapevine, TX 76051

**Time: 7:00 a.m. to 1:00 p.m.** - The North Texas area has come to depend on Carter BloodCare to provide a sustained, secure and safe blood supply needed for patients in more than 200 health care facilities. Aaron's will host an on-site blood drive at the Gaylord Texan Resort in an effort to provide for the 1-in-7 hospital patients who need a blood transfusion daily. Carter BloodCare needs to see about 1,100 donors a day to maintain area hospitals' inventories. Additionally, blood credits earned during the drive will be donated to Texas Scottish Rite Hospital for Children in Dallas. For more information, visit [www.carterbloodcare.org](http://www.carterbloodcare.org).

#### **4. VA North Texas Health Care System, Dallas VA Medical Center**

**Location:** 4500 South Lancaster Road Dallas, TX 75216

**Time: 8:00 to 11:30 a.m.** - In support of Dallas VA Medical Center and its commitment to providing Veterans excellence in patient care, Aaron's will demonstrate its strength in numbers while loading/unloading, assembling and installing brand new products donated by ACORP (Aaron's Community Outreach Program) and a host of generous vendors. Aaron's associates will transform Intensive Care Units, Spinal Cord Injury Center, Radiation Oncology, Nuclear Medicine and Mental Health areas with new products that help make patient and family waiting areas more home-like and comfortable. Celebrities attending the event and signing autographs include 2009 CBR World Champion Hugo Pedrero, NASCAR Drivers David Reutimann and Trevor Bayne, Professional Bass Fisherwoman Janet Parker, World Champion Bull Rider Tuff Hedemann, and host of Aaron's Outdoors TV show Jarrod Brannon. Veterans and their families can take photos with special guests, Aaron's Official Mascot, Lucky Dog, and the #00 Aaron's Dream Machine Showcar. For more information, visit [www.northtexas.va.gov](http://www.northtexas.va.gov).

#### **5. North Texas Food Bank**

**Location: 4500 South Cockrell Hill Road Dallas, TX 75236**

**Time: 8:00 a.m. to Noon** - Texas leads the nation with the highest percentage of food-deprived families. In effort to end the increasingly urgent issue of hunger in North Texas, Aaron's is teaming with the North Texas Food Bank to bring hope to the tables of deserving families. Five teams of Aaron's associates will work together to pack food boxes based on nutritional requirements. Aaron's will also send a fleet of trucks to deliver food to pantries and local shelters in some of the 13 North Texas counties in need. For more information, visit [www.nffb.org](http://www.nffb.org).

#### **6. Aaron's "Lucky" Shoes Program (In partnership with TOMS Shoes)at Yvonne A. Ewell Townview Center**

**Location: 1201 E. Eighth St. Suite 302 Dallas, TX 75203**

**Time: 9:30 to 11:00 a.m.** - Aaron's will purchase and deliver 250 pairs of TOMS Shoes to every student at the School of Education and Social Services at [Yvonne A. Ewell Townview Center](#) in recognition of the school receiving the 2009 Silver Award for Best High School by *U.S. News & World Report*. TOMS shoes will match the donation with another 250 pairs of shoes donated to children in a poverty-stricken country. During the Aaron's "Lucky" Shoes assembly held in the school's commons area, attendees will distribute and assist students with their brand new shoes while Aaron's Official Mascot, Lucky Dog, poses for photos with the students. Aaron's associates will also have an opportunity to build a special bond with the students and encourage them to embrace their individual leadership, promote positive self-esteem and motivate them to act on social responsibility. For more information, visit [www.toms.com](http://www.toms.com).

#### **7. Dallas Fire-Rescue**

**Location: Dallas City Hall, 1500 Marilla Street, Room 7A South, Dallas, TX 75201**

**Date: Sunday, March 28** - Continuing their commitment to the Dallas community, Aaron's managers meeting volunteers will load/unload, assemble and install brand new products throughout the Dallas Fire-Rescue Department located within City Hall. Attendees will assist in creating an environment that feels more like a home away from home for these dedicated individuals serving the Dallas community. Improvements like these will allow these brave men and women who are responsible for all medical, fire and rescue operations to better serve and protect its citizens. For more information, visit [www.dallasfirerescue.com](http://www.dallasfirerescue.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 1,700 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](http://www.aaronsinc.com).

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