



Aaron's, Inc. Launches New Ad Campaign Featuring Nashville Recording Artist Brittini Black

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ATLANTA, Oct 29, 2010 /PRNewswire via COMTEX/ --Aaron's, Inc. announced today it will unveil a new music video advertising campaign featuring an original theme song performed by Nashville recording artist Brittini Black. The campaign, which debuts this fall, marks the first nationally integrated campaign supported with Aaron's branding throughout TV commercials, radio, web, out of home and print advertising.

Black, an established performer, powerfully sings three musical styles of the theme song: Country/Pop, Latin/Spanish and R&B. The commercials were produced and directed by Aaron's in-house creative team and shot in a music video style. Scenes alternate between Black entertaining on stage, dancing with customers in Aaron's stores and hanging out with Aaron's NASCAR drivers and pit crew. The energetic and charismatic music videos communicate Aaron's values and send a strong customer-focused message. The lyrics of the theme song reinforce Aaron's messaging - the ability to own quality, brand-name furniture, electronics, appliances and computers through Aaron's lease ownership plan without the need for credit. Aaron's tag line "Nobody beats Aaron's," also the song's chorus, lets potential customers know that Aaron's will beat any competitor's advertised price while providing excellent customer service.

"This is the first time in the Company's history that we have created a campaign on this scale," said Mark Rudnick, Vice President of Marketing for Aaron's. "We achieved our goal of creating ads that are engaging, exciting and effective all at the same time. We are particularly pleased that Brittini agreed to invest her time and energy through hours in both the recording studio and in filming. She is a talented, young up-and-coming star and we hope her presence on TV through Aaron's will fuel her career as a nationally recognized recording artist."

The music videos will begin running nationally on ESPN and Univision in November as well as hundreds of local markets. The campaign will run through December 2011. To support the visual messages in the TV commercials, Aaron's will run radio spots, print and out of home advertising to highlight Aaron's customer benefits including affordable, brand-name products, an alternative to credit financing with the opportunity to return your merchandise after the minimum lease period without penalty - as well as later being able pick back up again where you left off, without additional cost.

Rudnick said, "In an economy when many companies are pulling back, we're investing in letting the more than 1.3 million customers currently leasing with Aaron's and other potential customers know that Aaron's is a flexible and affordable way to own brand-name products without having to use credit. As the general population struggles with reduced credit card limits and high fees, Aaron's lease ownership program is the right choice for many consumers. That's why we say: Life is hard. Aaron's is easy. You don't need credit. All you need is Aaron's."

Aaron's is also helping eliminate the digital divide by providing many credit-constrained customers with the opportunity of owning a computer or laptop. Computers are now a home essential but according to a Research and Markets report, nearly 20 percent of homes in the U.S. are without a computer.

Aaron's three versions of the music and TV spots correspond with its target demographics - Country/Pop, R&B and Latin for suburban, urban and Spanish speaking markets. The creative team is also developing a behind-the-scenes documentary that chronicles the theme song recording sessions at SoundStage Studios with renowned recording engineer Chuck Ainlay and top studio musicians in Nashville.

Aaron's will promote the new campaign through several social media channels, including Facebook, Twitter and a video spoof of the commercials on YouTube. A clip of the commercial can be viewed at www.youtube.com/watch?v=IAzx_f5TpOs.

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 1,775 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.aaronsinc.com/>.

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