



Aaron's Sports Marketing Machine Revs Up for Talladega Dream Weekend

April 25, 2006

Aaron's 312 Busch Series Race and Aaron's 499 NASCAR NEXTEL Cup Race to Run Before TV Audience of Millions, More Than 250,000 Fans On-Site

ATLANTA, Apr 25, 2006 (PRIMEZONE via COMTEX News Network) -- Aaron Rents, Inc. today announced plans for the premier event of its sports marketing calendar -- the Aaron's Dream Weekend at Talladega Superspeedway, April 28, 29 and 30.

According to Aaron's Sales & Lease Ownership President Ken Butler, "This is the culmination of a year-long effort from many different people encompassing nearly every department within our company. By the end of the weekend, millions of NASCAR fans will be exposed to our lease purchase concept in the exciting environment of a major NASCAR event. I just want to thank all of the hardworking associates who always look for ways to do better and who keep Aaron's at the leader of the pack."

Hundreds of Aaron's staffers will man multiple areas throughout Talladega Superspeedway during the Dream Weekend. The focal point of Aaron's display is a huge temporary store stocked with order forms and completely merchandised with household items from the Michael Waltrip Dream Collection. The Aaron's storefront will take up a large section near the main entrance of Talladega Superspeedway and will feature a 5,400 square-foot tent and an 800 square-foot stage.

All weekend long, fans can visit Aaron's site for exciting entertainment. Performers will include the favorite dancers as selected by thousands of AFL fans for Aaron's Arena Football League Dream Dance Team and appearances by regional acts Rockasaurus and the Southern Belles.

Rick Humphrey, Vice President and General Manager of Talladega Superspeedway said, "Aaron's without a doubt possesses one of the top-notch sports marketing programs in any industry. This is the fifth year we have hosted the Aaron's Dream Weekend at Talladega and I am consistently amazed at the level of excitement and awareness they generate. The event grows bigger and better every year."

Prior to the start of the Aaron's 312 Busch Series race on Saturday, Aaron's VIP's will be on stage with the drivers as they are introduced to the crowd. Live coverage of the race will begin at 3:00 p.m. Eastern time on FOX. Joining the Aaron's team for the day will be the well-known cigar smoking, scotch drinking comedian Ron "Tater Salad" White from the "Blue Collar Comedy" phenomenon who will serve as Grand Marshal for the race.

On Sunday, Aaron's celebrity connections continue as comedian Will Ferrell, star of the upcoming film "Talladega Nights: The Ballad of Ricky Bobby" serves as Grand Marshal for the Aaron's 499 NASCAR NEXTEL Cup Series race. Ferrell will interact with race fans including the many Aaron's VIPs in attendance.

Platinum-selling singer/songwriter Edwin McCain will perform the National Anthem on Sunday. McCain is most noted for his top-10 smash hit "I'll Be," which has been voted one of The Greatest Love Songs Of All Time by VH1. Live coverage of Sunday's Aaron's 499 begins at 1:30 p.m. Eastern time on FOX.

Aaron's stores offer customers access to high quality furniture, appliances, electronics and computers for sale or on a lease-ownership arrangement. Customers have the option of buying their merchandise for an attractive cash price, or opting to lease their merchandise for even greater flexibility. With a lease option, customers make modest monthly payments and have the immediate use of the items they need without waiting for credit checks or other delays. Plus, Aaron's will take care of delivery, set-up, repairs and more for the duration of a customer's lease.

Aaron Rents, Inc. (NYSE:RNT) is a leader in the sale and lease ownership of residential furniture, consumer electronics and home appliances, now with over 1,200 Company-operated and franchised stores in 46 states, Canada and Puerto Rico. The Company also manufactures an exclusive line of furniture, bedding and accessories at 10 facilities in four states.

The Aaron Rents, Inc. logo is available at <http://www.primezone.com/newsroom/prs/?pkgid=1554>

This news release was distributed by PrimeZone, www.primezone.com

SOURCE: Aaron Rents, Inc.

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