



"Aaron's Dream Weekend" At Talladega Superspeedway Brings NASCAR Excitement To Alabama

May 2, 2014

Action-packed Weekend to Feature Celebrity Guests, Community Education, Fan Entertainment and Military Tribute

ATLANTA, May 2, 2014 /PRNewswire/ -- Aaron's, Inc. (NYSE: AAN), the nation's leading lease-to-own retailer of residential furniture, consumer electronics, and home appliances, returns to Alabama this weekend for the 13th consecutive "Aarons Dream Weekend" at Talladega Superspeedway from May 2 – 4. In addition to sponsoring both the Aaron's 312 Nationwide Series race and the Aaron's 499 Sprint Cup Series race, the company will provide more entertainment and action for race fans than ever before.



"This weekend offers us the opportunity to connect with millions of race fans as we come together for an unforgettable experience that makes up one of America's most iconic sporting events," said Andrea Freeman, Vice President of Marketing at Aarons, Inc. "We are proud to host NASCAR'S most dedicated supporters, the Talladega fans, many of whom have attended year after year to enjoy a special weekend with their families and friends watching some of the most exciting racing in the sport."

Fans can enjoy a wide array of entertainment during "Aaron's Dream Weekend," including:

Local Celebrities to Lead Pre-Race Ceremonies

Sunday's pre-race ceremonies will feature special guest, Alabama Governor Robert Bentley, serving as the honorary Grand Marshal for the Sprint Cup Series race. Bentley will deliver the most famous phrase in NASCAR – "Drivers, start your engines!" Andrea Freeman, Vice President of Marketing at Aaron's, will wave the green flag to signal the start of the Aaron's 499. Gus Malzahn, head coach of the Auburn Tigers football team, will then lead the drivers in their first lap as the honorary pace car driver.

Country Music Superstar to Entertain Fans

The star-studded weekend will be headlined by country music sensation Randy Houser, who will perform the Saturday Night Infield Concert along with country newcomer Tim Dugger. Admission to the concert is free for fans with a Sunday race ticket to the Aaron's 499.

Aaron's to Fuel Education in the Community

In support of infusing the thrill of racing with education about the sport, Aaron's will host youth from Birmingham and Atlanta Boys & Girls Clubs of America at Talladega Superspeedway on Saturday, May 3rd for the Aaron's 312 Nationwide Series race. This exciting afternoon follows "The Science of Speed" event, hosted in conjunction with Michael Waltrip Racing on May 1st, which provided teens at the A.G. Gaston Boys & Girls Club in Birmingham with an afternoon of hands-on exploration of the science, technology, engineering and math (STEM) that goes into a future in NASCAR.

"Aaron's Dream Weekend" Fan Interaction

Aaron's will once again host hundreds of employees and entertain thousands of fans at the Aaron's Storefront Display and stage, with furniture, electronics and appliances – all from Aaron's. Fans of all ages can stop by for the opportunity to win great prizes and meet their favorite NASCAR personalities.

Tribute to the U.S. Military

The weekend will also pay tribute to the U.S. military, with guests of honor from the Wounded Warrior Project who will be the Grand Marshals for the Aaron's 312 on Saturday. A special National Anthem will be performed by the Redstone Arsenal brass quintet on Sunday before the Aaron's 499.

Aaron's and NASCAR

Aaron's is widely recognized as a major corporate supporter of motorsports. In 2002, the company became the title sponsor of "Aaron's Dream Weekend" at Talladega Superspeedway, featuring the Aaron's 312 Nationwide Series race and the Aaron's 499 NASCAR Sprint Cup race. Aaron's has also served as a cornerstone partner of Michael Waltrip Racing, dating back to 2000 when they sponsored Michael Waltrip in the Nationwide Series. The company's commitment to the sport and the MWR team has continued to expand, and in 2013, they reached a multi-year agreement to sponsor Brian Vickers in Michael Waltrip Racing's (MWR) No. 55 Toyota Camry "Aaron's Dream Machine" in every NASCAR Sprint Cup Series 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 2,130 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 the Aarons.com and ShopHomeSmart.com brands.

Media Contacts:

Garet Hayes | Garet.Hayes@aarons.com | (678) 402-3863

Rachel Brueno | Rachel.Brueno@ketchum.com | (212) 796-9822

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

SOURCE Aaron's, Inc.