



## University of Alabama Makes NASCAR Debut

April 16, 2010

### Aaron's Crimson Tide-Themed No. 00 Sprint Cup Dream Machine to Race at Talladega

ATLANTA, April 16, 2010 /PRNewswire via COMTEX/ --Aaron's, Inc. (NYSE: AAN) will honor the University of Alabama, 2010 BCS National Champions, with a commemorative Crimson Tide-themed NASCAR paint scheme during the Aaron's 499 race at Talladega Superspeedway on April 25, 2010. It will be the first "BCS National Champions" NASCAR entry in a Sprint Cup race and only the third time in NASCAR's history that a Sprint Cup entry included a collegiate-themed car design.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090423/CL03821LOGO> )

The Michael Waltrip Racing No. 00 NASCAR Sprint Cup Series Aaron's Dream Machine Toyota, driven by David Reutimann, will be unveiled on Saturday, April 17, during the University of Alabama A-Day spring scrimmage and will then move to the Talladega Superspeedway for the Aaron's Dream Weekend. After the race, the car will tour around the state making 21 stops at select Aaron's stores.

As a corporate sponsor of the University of Alabama and the University of Texas athletic programs, Aaron's supports both teams and wanted to celebrate the winner of the 2010 BCS National Championship game played on January 7, 2010. Alabama defeated Texas 37-21.

#### **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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