



Aaron's Opens Milestone 2,000th Store in the Bronx

September 28, 2012

New York Market Planned for Continued Aaron's Expansion

ATLANTA, Sept. 28, 2012 /PRNewswire/ -- Aaron's, Inc. (NYSE: AAN), a lease-to-own retailer specializing in the sales and lease ownership of residential furniture, consumer electronics, home appliances and accessories, is officially opening its milestone 2,000th store today in Bronx, New York. The opening signifies a period of aggressive growth which the Company expects will continue in markets across the country, including further expansion in New York City.

(Logo: <http://photos.prnewswire.com/prnh/20090423/CL038211LOGO>)

"Aaron's has experienced tremendous growth over the past three years including the addition of 345 stores, 2,200 jobs and record quarterly results," said Ronald W. Allen, CEO and President of Aaron's. "We are pleased to extend this success into the Bronx, where we're excited to become an integral part of the community. Over the next few years, it's our plan to foster economic development in the New York market with more store openings, bringing new job and partnership opportunities to the area. We're proud to become a new member of the Bronx community and are confident our presence here will have a permanent and positive impact through services offered, partnerships developed and charitable outreach."

In addition to recognizing Aaron's business success, the grand opening event will pay tribute to the Bronx community's affinity for the sport of baseball. Legendary baseball manager and Major League Baseball's Executive Vice President for Baseball Operations Joe Torre will make an appearance at the 2,000th store grand opening celebration on Friday, Sept. 28th. He will also unveil a one-of-a-kind Babe Ruth portrait that Aaron's will donate to the National Baseball Hall of Fame and Museum. Aaron's commissioned the painting by internationally acclaimed portrait artist Rossin, recognized for his lifelike pieces of world leaders including U.S. Presidents, Britain's royal family and celebrities. A replica of the painting will continue to hang in the Bronx Aaron's store.

Aaron's plans to further support the community with donations to two important organizations in the area. Merchandise valued at \$7,000 including furniture, electronics and appliances will be donated to the Joe Torre Safe At Home® Foundation, which educates to end the cycle of domestic violence and save lives. Aaron's will also present a plaque to Eva Muriel, director of Parkside Community Center, which offers after-school programs to more than 100 Bronx children and teens from inner and outer communities. The presentation will acknowledge Aaron's pledge to renovate and restore the center over the next 12 months to include new appliances and electronics for the entire facility, furniture, carpeting, paint and landscaping.

Aaron's serves more than 1.6 million customers throughout the U.S. and Canada by providing low monthly payments on a lease-to-own option and no credit checks on everyday brand name necessities such as refrigerators, computers, beds and televisions.

Fifty-seven years ago, Atlanta entrepreneur Charlie Loudermilk and a partner founded Aaron Rents after borrowing \$500 to purchase folding chairs and renting them for 10 cents a day to auction houses. The Company became publicly traded on the New York Stock Exchange in 1982 and was renamed Aaron's, Inc. in 2009. Aaron's now has 2,000 Company-operated and franchised stores across the U.S. and Canada.

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 2,000 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.

About the National Baseball Hall of Fame and Museum

The National Baseball Hall of Fame and Museum is open seven days a week year round, with the exception of Thanksgiving, Christmas and New Year's Day. The Museum observes regular hours of 9 a.m. until 5 p.m. from Labor Day until Memorial Day Weekend. From Memorial Day through the day before Labor Day, the Museum is open from 9 a.m. until 9 p.m. seven days a week. Ticket prices are \$19.50 for adults (13 and over), \$12 for seniors (65 and over) and for those holding current memberships in the VFW, Disabled American Veterans, American Legion and AMVets organizations, and \$7 for juniors (ages 7-12). Members are always admitted free of charge and there is no charge for children 6 years of age or younger. For more information, visit our Web site at baseballhall.org or call 888-HALL-OF-FAME (888-425-5633) or 607-547-7200.

About the Artist, Rossin

Rossin, an internationally renowned artist who has exhibited extensively in Europe and Asia, moved to Atlanta from his native Bulgaria in 2001. His focus on portraiture has gained him a reputation for his extraordinary talent. Noted commissions include a portrait of Presidents George H. and George W. Bush which hangs in the Presidential Library in College Station, Texas; a portrait of Ambassador Andrew Young which now resides in the permanent collection of the Smithsonian's National Portrait Gallery; his portrait of President Jimmy Carter is exhibited in the Carter Presidential Library and Museum; Morgan Freeman's portrait is now part of his private collection in his residence in Mississippi; a portrait of King George VI is property of her Majesty Queen Elizabeth II and his portrait of Vivien Leigh as Scarlett is part of Ted Turner's private collection. To learn more about Rossin, visit www.RossinFineArt.com.

About the Joe Torre Safe At Home® Foundation

The Joe Torre Safe At Home Foundation was created in 2002 to bring a greater understanding, awareness and compassion to those suffering through the experience of domestic abuse. Its mission is to educate to end the cycle of domestic violence and save lives. It is under this guiding principle that the Foundation established its signature programming initiative, Margaret's Place, named in memory of Joe's mother. Margaret's Place is a comprehensive program which provides middle and high school students a safe room in schools, where they can talk to each other and to a professional counselor trained in domestic violence intervention and prevention. This non-threatening environment has proven to be an effective

setting in which to promote discussion of issues surrounding violence, while also offering peer support and education to change school culture. Every child should know that domestic violence is not their fault. For more information, please visit www.joetorre.org.

Parkside Community Center

The Parkside Community Center, part of the Parkside Housing Development in Bronx, New York, services more than 100 children ages 6 to 12 and teens ages 13 to 19. The Center provides after school programming that includes both indoor and outdoor recreational activities and offers ease for parents whose work schedules demand childcare after school.

SOURCE Aaron's, Inc.

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