



Aaron's Dream Weekend at Talladega To Turn Out VIP Guests and BCS Champion Alabama-Themed Racecar

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ATLANTA, May 3, 2012 /PRNewswire/ -- Aaron's, Inc. will once again honor BCS champion University of Alabama with a Crimson Tide-themed NASCAR paint scheme during the Aaron's 499 race at Talladega Superspeedway this weekend. The Michael Waltrip Racing No. 15 car will be driven on Sunday in the Sprint Cup series by Clint Bowyer.

(Photo: <http://photos.prnewswire.com/prnh/20120503/CL00936>)

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

"Aaron's is a proud sponsor of the University of Alabama athletic program, and we're thrilled to have an opportunity to honor the school in this exciting and unconventional way," said Ken Butler, Aaron's Chief Operating Officer. "We know how much this means to the people of Tuscaloosa and we hope to give the University of Alabama fans something to smile about on Sunday with a Crimson Tide-themed car in Victory Lane at Talladega."

In addition to the University of Alabama racecar, Aaron's Dream Weekend at Talladega will also spotlight Aaron's No. 55 driver Michael Waltrip, who will be racing a paint scheme designed by 9-yr-old Emery Bevis of Dyersburg, Tennessee. Emery's paint scheme was chosen as the grand prize winner from tens of thousands of entries during Color Your Way to Talladega, a national contest Aaron's has hosted for the last 10 years that provides children under 12 the opportunity to create and color the Aaron's Dream Machine. Bevis will not only get to see her design race during the Sprint Cup Series on Sunday, but she'll also get to meet Michael Waltrip and be present on the driver stage for Sunday's Aaron's 499 race. Bevis' prize package also includes travel to Talladega for her and a family member, accommodations and \$312 spending cash.

Other VIP guests for Aaron's Dream Weekend include well-known comedian Ron White, who will serve as Grand Marshall for Sunday's Sprint Cup race; Patricia Driscoll, President and Executive Director of the Armed Forces Foundation; representatives of the Wounded Warrior Project, and Aaron's executives including CEO Ron Allen, COO Ken Butler, CFO Gil Danielson, Vice President of Management Development Scott Harvey, and Vice President of Marketing Tom Peterson.

Aaron's has once again commissioned renowned motorsports artist Sam Bass and will present one-of-a-kind, hand-painted trophies to the winners of the NASCAR Sprint Cup Series Aaron's 499 and Nationwide Series Aaron's 312. Bass will be present in Victory Lane when the winners cross the finish line and will begin the process of customizing the trophies on site for each winner.

In addition to hosting the VIP line-up, fans will enjoy the Aaron's corporate display setup outside of the track which will feature entertainers, Aaron's official mascot Lucky Dog, and driver appearances including Aaron's drivers Clint Bowyer and Michael Waltrip.

For media attending the race, Aaron's will host two press conferences – Saturday morning in the media center at 9 a.m. with special guests Sam Bass and Aaron's COO Ken Butler, and Sunday morning in the media center at 9 a.m. with special guests Ron White, Michael Waltrip, and Aaron's COO Ken Butler.

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 1,960 Company-operated and franchised stores in 48 states and Canada. Founded in 1955 by entrepreneur and current Chairman R. Charles Loudermilk, Sr. and headquartered in Atlanta, Aaron's has been publicly traded since 1982. For more information, visit www.aarons.com.

SOURCE Aaron's, Inc.

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