



## **Aaron's, Inc. Dream Machine to Honor Mitsubishi Digital Electronics America at Atlanta Motor Speedway**

March 2, 2010

### **Mitsubishi Named Aaron's Vendor Partner of the Year**

ATLANTA, March 2, 2010 /PRNewswire via COMTEX/ -- Aaron's, Inc. (NYSE: AAN) named Mitsubishi Digital Electronics America, Inc. its Vendor Partner of the Year for 2009 and will race a Mitsubishi-themed No. 00 Aaron's Dream Machine in the company's honor.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100302/CL63908>)

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

The racecar, driven by Michael Waltrip Racing No. 00 Aaron's Dream Machine driver David Reutimann, will make its on-track debut at Atlanta Motor Speedway on March 7 for the Kobalt Tools 500 Sprint Cup Series race.

"It is a privilege to be named by Aaron's as their Partner of the Year, and the Mitsubishi-themed Dream Machine is icing on the cake," said Max Wasinger, Executive Vice President of Sales and Marketing at Mitsubishi Digital Electronics America, Inc. "It has been a fantastic year thanks to excellent partnerships like the one we enjoy with Aaron's. We're proud and pleased to work with such an extraordinary company, and we can't wait to see our car hit the track at Atlanta Motor Speedway."

"Mitsubishi has been a terrific vendor for many years, duly earning our Partner of the Year distinction," said Ken Butler, Aaron's, Inc. Chief Operating Officer. "Designing a custom Mitsubishi paint scheme for the Aaron's Dream Machine is not only an exciting, but valuable means of showing our appreciation for the partnership. Both companies will undoubtedly be pulling for Reutimann to bring the Mitsubishi car across the finish line first at Aaron's home track."

This is the second year in a row Aaron's has named Mitsubishi Digital Electronics America, Inc. Partner of the Year. According to Butler, the company continues to surpass Aaron's expectations, exceeding the award criteria for Partner of the Year: quality, service, creativity with product, volume and dedication to Aaron's and its customers.

### **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 <http://www.aaronsinc.com/>.

### **About Mitsubishi Digital Electronics America, Inc.**

Mitsubishi Digital Electronics America, Inc. manufactures and markets a comprehensive line of premium quality 1080p 3D-Ready Home Theater TVs and Unisen<sup>(TM)</sup> Immersive Sound Flat Panel TVs, along with the world's first laser TV: LaserVue<sup>(R)</sup>. Recognized as the world leader and innovator of large display high-definition televisions, Mitsubishi Digital Electronics America, Inc. builds products that lead the industry in quality, performance and ease-of-use. For additional information about MDEA, visit <http://www.mitsubishi-tv.com/>.

SOURCE Aaron's, Inc.