



## Aaron's Wraps 2016 Holiday Season With December's "Big Blue Bow Event"

December 1, 2016

### Aaron's Holiday Gift to Consumers: Brand New Blue Kia and Eight-Foot Stockings Filled with Toys

ATLANTA, Dec. 1, 2016 /PRNewswire/ -- Aaron's, Inc. (NYSE: AAN), a leader in the sales and lease ownership and specialty retailing of furniture, consumer electronics, home appliances and accessories, today launched the "Big Blue Bow Event," a month-long frenzy of shopping deals and big-prize giveaways.



The grand prize during the Big Blue Bow Event is a new blue 2017 Kia Forte EX with an Approximate Retail Value ("ARV") of \$25,810. Consumers who enter a new lease agreement during December will be automatically entered to win the Kia. No purchase is required, however, and everyone can enter at a participating Aaron's store or online at [www.Aarons.com/BigBlueBow](http://www.Aarons.com/BigBlueBow).

The Big Blue Bow Event also will feature an eight-foot tall stocking giveaway at participating Aaron's stores. From December 1-15, shoppers can visit an Aaron's store and nominate a local family to win an eight-foot tall stocking stuffed with toys. Aaron's will select one winner per store, with the stocking to be presented to the family before December 24.

"The Big Blue Bow Event is an exciting event that will be sure to deliver the best holiday season yet to Aaron's shoppers and their families," said John Robinson, CEO of Aaron's, Inc. "What better way to kick off the holidays than by having a chance to win a beautiful new Kia wrapped in a giant blue bow or an eight-foot tall stocking filled with toys!"

Aaron's will feature numerous additional promotions and incentives during the Big Blue Bow Event to continue its tradition of offering holiday shoppers great lease-to-own deals with flexible payment options, no credit needed and the opportunity to pay off early and save. Among the promotions, Aaron's shoppers can "Scratch & Save" and win up to \$100 off their first month's lease payment.

See Official Rules for details including prize descriptions and Approximate Retail Value ("ARV") at [www.Aarons.com/BigBlueBow](http://www.Aarons.com/BigBlueBow).

#### About Aaron's, Inc.

Headquartered in Atlanta, Aaron's, Inc. (NYSE: AAN) is a leader in the sales and lease ownership and specialty retailing of furniture, consumer electronics, home appliances and accessories, and currently has more than 1,930 Company-operated and franchised stores in 47 states and Canada. Progressive Leasing, a leading virtual lease-to-own company, provides lease-purchase solutions through approximately 16,000 retail locations in 46 states. Dent-A-Med, Inc., d/b/a the HELPCard®, provides a variety of second-look credit products that are originated through a federally insured bank. Aaron's was founded in 1955, has been publicly traded since 1982 and owns the Aarons.com, ProgLeasing.com, and HELPCard.com brands. For more information, visit [www.aarons.com](http://www.aarons.com).



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SOURCE Aaron's, Inc.

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