



Aaron's Adds Tom Peterson As VP Of Marketing

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ATLANTA - **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, announced today the addition of **Tom Peterson** as vice president of marketing.

Peterson, who brings more than 18 years of marketing leadership experience, joins Aaron's from Wendy's/Arby's Group Inc. where he served as senior director field marketing - region marketing leader. Peterson also has experience in franchising as a former owner/operator of Hardee's.

Peterson will transition into the role as Mark Rudnick, the current vice president of marketing for Aaron's, moves into his new role as vice president of marketing for HomeSmart, a new concept of weekly lease-to-own stores. Aaron's launched HomeSmart earlier this year and operates 50 active stores with 10 more planned to open before year's end. Rudnick will be responsible for leading all marketing efforts for HomeSmart including brand development, guerilla marketing and advertising. He will also manage marketing for RIMCO, Aaron's collection of lease ownership stores that offer tires and wheels.

"We're pleased to announce the addition of Tom to the Aaron's team," said Ken Butler, Aaron's chief operating officer. "Tom's marketing experience includes leadership on both an analytic and creative side which will enable him to bring new concepts to Aaron's. He will continue to focus on our current initiatives which we've broadened as national campaigns under Mark's leadership. Tom has a keen understanding of all the intricacies involved in driving customers into stores, and I'm confident his marketing expertise will be applied to growing a strong national brand."

Butler continued, "While we're anxious for Tom to get started, he does have big shoes to fill. Mark has successfully led Aaron's marketing department for the past seven years, and his impact on this Company has been exceptional. He has guided us through an amazing growth period in the Company's history in terms of marketing and brand awareness, and his leadership of the marketing team was instrumental to the success we have experienced in our Aaron's stores."

With HomeSmart in its first phase of growth, Butler said early results have been promising. Aaron's is unique in the lease ownership market with its monthly lease-to-own model. HomeSmart follows the traditional model of weekly payments for leased merchandise.

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 1,900 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.aarons.com.