



Aaron's "Amazingly Affordable" Campaign Excites Consumers With Easy And Affordable Leasing Options

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ATLANTA, April 5, 2016 /PRNewswire/ -- Aaron's, Inc. (NYSE: AAN), a lease-to-own retailer specializing in the sales and lease ownership of furniture, consumer electronics, home appliances and accessories, announced today its new "Amazingly Affordable" brand campaign. The "Amazingly Affordable" message continues Aaron's brand commitment to offer consumers a great deal in lease-to-own.



"Aaron's understands that many consumers desire quality, name-brand furniture, electronics and appliances for their home without the burden of expensive monthly payments," said Andrea Freeman, Vice President of Marketing, Aaron's, Inc. "We've created a fun and engaging message letting consumers know that Aaron's provides lease-to-own options that are easy and affordable."

The new brand message launched today with an integrated marketing campaign featuring TV commercials, digital advertising and social media highlighting Aaron's as "Amazingly Affordable." Some of the highlights include:

- No credit is needed!
- Aaron's offers flexible payment options
- Free delivery and set up
- Product service & repair is included
- No hidden fees
- Lease in-store or online at Aarons.com

The commercials are fun and exciting and relate to any customer who is looking for an easy and affordable way to own the life they want. With various flexible payment options, customers are sure to find an option that works best for their budget.

See the new "Amazingly Affordable" commercials at www.aarons.com/tv and learn more about how Aaron's can help you "Own It" at www.aarons.com.

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 2,000 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, ShopHomeSmart.com, ProgLeasing.com, and HELPCard.com brands. For more information, visit www.aarons.com.



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