



## Well-Known Missouri Rental Co. Converts to Aaron's

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52-Year Old Cleek's Lease or Own chain switches to Aaron's Sales & Lease Ownership

ATLANTA, Dec. 9 /PRNewswire-FirstCall/ -- Aaron Rents, Inc. (NYSE: RNT), the nation's leader in the sales and lease ownership, specialty retailing and rental of residential and office furniture, consumer electronics and home appliances and accessories, today announced Tiger John Cleek, President of APRO (Association of Progressive Rental Organizations), and owner of Cleek's Lease or Own, has become an Aaron's Sales & Lease Ownership franchisee.

Cleek's is a well-regarded rental chain conducting business for more than 52 years throughout Central Missouri, and owner Tiger John Cleek has been a staunch supporter of the rental industry.

"Tiger Cleek is an institution in the rent to own industry. He is well respected and well known as a solid operator and someone who has taken a proactive approach to help form state RTO trade associations. We are extremely pleased that Tiger has joined the Aaron's family," stated R. Charles Loudermilk, Sr., Chairman of the Board of Aaron Rents, Inc.

According to Tiger John Cleek, there were several reasons why the switch to Aaron's made good business sense for him and for his customers.

"Over the years, we always found Aaron's to be our toughest competitor. Frankly, in any market we shared with an Aaron's store, we had trouble growing. Robert Briley and Kelly Sayre, former independent dealers who had become Aaron's franchisees, helped us understand why. Todd Evans at Aaron's was very informative. Robert invited my son and me to spend a few days at his store in Abilene, TX and encouraged us to talk not just to him but also to his product technicians, customer account managers and other store employees about Aaron's and their conversion experience. Needless to say, we realized Aaron's has a better system. The low price guarantee is strong because they simply buy more efficiently than we can as an independent dealer. Aaron's has better training, a better advertising program, better marketing strategy and a flow system that really works. Converting a 52-year old brand bearing my family name has been a tough decision but my family realizes this change is best for the future and for our employees and our customers," said Cleek.

According to Todd Evans, Vice President of Franchising at Aaron's, Cleek's attitude will make the transition smooth.

"Tiger is obviously a smart businessman who is not afraid of change. He has embraced the ways in which Aaron's can help him improve his business proposition and he represents the type of active, involved franchisee that fits well into the Aaron's system. We are thrilled at the opportunity to bring the Aaron's program to even more customers throughout Central Missouri," said Evans.

Aaron Rents, Inc., based in Atlanta, currently has more than 1,540 Company-operated and franchised stores in 48 states and Canada for the rental and sale of residential and office furniture, accessories, consumer electronics and household appliances. The Company also manufactures furniture, and bedding at 12 facilities in five states.

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