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Press Release

Aaron's, Inc. Shows Its Support for the Troops with a \$20,000 Check Presentation to the Armed Forces Foundation

July 20, 2010: Indianapolis, IN – Aaron's, Inc. has a long history of supporting military families and is showing no sign of slowing down. As its partnership with the Armed Forces Foundation (AFF) grows, so does its ongoing commitment to our service members.

In April, at the Aaron's 499 at Talladega Superspeedway, Aaron's debuted the Aaron's/AFF Dream Machine, a commemorative version of the No. 00 Aaron's Dream Machine that sported the Armed Forces Foundation logo.

In conjunction with the commemorative race car, Aaron's pledged a contribution to the AFF based on the results of the Memorial Day race at Charlotte Motor Speedway. Aaron's COO Ken Butler pledged to donate \$10,000 to the AFF regardless of place, but if the Dream Machine's driver, David Reutimann, earned a top five finish, that amount would double to \$20,000. When the checkered flag flew, Reutimann had earned a fourth place finish as well as \$20,000 for military families nationwide.

This Friday, July 23rd, Ken Butler will make good on that promise by presenting Patricia Driscoll, President & Executive Director of the AFF, with a \$20,000 check at Indianapolis Motor Speedway. David Reutimann and team owner Michael Waltrip will also be present for the presentation.

For Aaron's, these events provide an opportunity to show its overwhelming appreciation for those who serve. "At Aaron's, we feel that supporting the military and their families is the right thing to do, and providing this check to the AFF is the least we can do," said Butler. "We are happy to be partnered with such a great organization as the Armed Forces Foundation."

The donation should have come as no surprise, but Driscoll still showed a great deal of emotion for the organization being the recipient of so much support. "It was so exciting to see the Aaron's/AFF Dream Machine finish so well – especially because the AFF brought a dozen wounded service members to watch the race," said Driscoll. "I can't begin to explain how important Aaron's' support of the Armed Forces Foundation is. Year after year, Aaron's and Ken Butler continue to amaze me with their generosity and support of our military."

The check presentation is merely the latest in a long history of providing support to military families through the AFF. At the beginning of this year, Aaron's announced the "Text AFF to 50555" campaign – the cornerstone of a fundraising campaign that aims to raise one million dollars for AFF programs.

In April, Aaron's employees provided countless hours volunteering to renovate a wounded veteran's home in Fayetteville, NC. They then turned around and provided brand new furnishings for the entire house by delivering furniture, electronics and a riding lawnmower. Aaron's has also refurbished waiting rooms at Walter Reed Army Medical Center, Bethesda National Naval Medical Center, H.H. McGuire VA Medical Center and the Dallas VA Medical Center, providing new furniture and electronics. Furthermore, Aaron's works through the AFF to routinely donate furniture to needy military families.

Each Christmas, Aaron's also acts as the driving force behind the AFF National Toy Drive by offering up its over 1,700 store locations as collection points. The toys are then distributed to children of service members at military installations nationwide.

ABOUT THE ARMED FORCES FOUNDATION

In 2001 the Armed Forces Foundation (AFF) was established as a 501(c) 3 organization under the U.S. Department of Defense's America Supports You program. AFF offers vital assistance to active-duty and retired personnel, National Guard, Reserve Components and military families as they cope with difficult circumstances. Through a multitude of programs the Armed Forces Foundation assists military families with utilities and rent; hotel and travel costs; holiday gifts for military children; and therapeutic recreational activities. The Armed Forces Foundation has been recognized by the President of the United States, the Department of Defense, the Department of Veterans Affairs, the Department of Education and the Department of Energy for its dedication to America's Service Members. For more information on our Foundation or to aid us in our mission please visit us at our website www.armedforcesfoundation.org.

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 1,730 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.

