

## LIVE NATION AND AARON'S, INC. ANNOUNCE NAMING AGREEMENT FOR ATLANTA'S PREMIERE OUTDOOR MUSIC VENUE – "AARON'S AMPHITHEATRE AT LAKEWOOD"

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**ATLANTA, GA** – (May 14, 2009) – Live Nation, the world's largest live music company, and Aaron's, Inc., the nation's leader in lease ownership and specialty retailing of office furniture, consumer electronics, home appliances and electronics, today announced a three year partnership that gives Aaron's the naming rights to the former Lakewood Amphitheatre located in Atlanta, Georgia. Beginning today, the amphitheatre will be called Aaron's Amphitheatre at Lakewood.

"Aaron's is proud to become associated with one of the top entertainment venues in the country. We are pleased to partner with Live Nation and become the title sponsor of the Lakewood Amphitheatre," said Robin Loudermilk, CEO of Aaron's, Inc. "The state of the art musical experience is a 'Dream Come True' for both the performers and the concert fans. At Aaron's we are in the business of making 'Dreams Come True' with a great ownership program for furniture, electronics, appliances and computers. On behalf of more than 1,575 stores and 1,000,000 customers at Aaron's we want to invite Atlanta to visit the new Aaron's Amphitheatre at Lakewood."

Aaron's Amphitheatre at Lakewood, owned and operated by Live Nation, can accommodate close to 19,000 people and hosts approximately 20 concerts per year. Some of the well-known acts on this summer's lineup include Coldplay, No Doubt, 311, Aerosmith, Rascal Flatts, Def Leppard, Motley Crue, Depeche Mode and more.

"Aarons recognizes that our live music platform is a unique and powerful way to increase brand awareness," said Peter Conlon, President of Live Nation Atlanta. "With concert attendance looking very strong for the coming season, this premiere entertainment venue will be an ideal place for Aaron's to reach new and existing customers."

## **ABOUT LIVE NATION**

Live Nation's mission is to maximize the live concert experience. Our core business is producing, marketing and selling live concerts for artists via our global concert pipe. Live Nation is the largest producer of live concerts in the world, annually producing over 22,000 concerts for 1,600 artists in 33 countries. During 2008, the company sold over 50 million concert tickets and drove over 70 million unique visitors to LiveNation.com. Live Nation is transforming the concert business by expanding its concert platform into ticketing and building the industry's first artist-to-fan vertically integrated concert platform. The company is headquartered in Los Angeles, California and is listed on the New York Stock Exchange, trading under the symbol LYV. For additional information about the company, please visit www.livenation.com/investors.

## **ABOUT AARON'S, INC.**

Aaron's, Inc. was founded by R. Charles Loudermilk, Sr. who has held the position of Chairman since it's inception. In 1955 Mr. Loudermilk and a partner borrowed \$500 to purchase three hundred chairs and rented each of them out for 10 cents per day to auction houses. From these modest beginnings Mr. Loudermilk developed Aaron's, Inc. into a publicly traded company (RNT and RNTA symbols on the New York Stock Exchange) that today has more than 1500 company operated and franchised stores in the United States and Canada. Aaron's operates under the names Aaron's Sales and Lease Ownership,

Rimco Custom Wheels Tires Accessories and More, Aaron's Office Furniture and has 16 Fulfillment Centers and 11 manufacturing plants known as MacTavish Furniture Industries.

Aaron Rents has recently re-branded to Aaron's, Inc to bring in line the same name that all our stores operate under. Over 55 million households across North America know and trust the Aaron's name. Aaron's, Inc. New York Stock Exchange ticker symbols are AAN and AANA.

Aaron's is the industry leader in serving the moderate-income customer, offering affordable payment plans, quality merchandise and superior service. Aaron's has been responsible for many of the industry's most successful and innovative marketing, operational and manufacturing programs.

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