

AARON'S INC
Form 8-K
August 16, 2017

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM
8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934
Date of Report (Date of Earliest Event Reported): August 16, 2017

AARON'S,
INC.
(Exact name of Registrant as Specified in Charter)

| | | |
|--|--------------------------|-----------------------------------|
| Georgia | 1-13941 | 58-0687630 |
| (State or other Jurisdiction of Incorporation) | (Commission File Number) | (IRS Employer Identification No.) |

400 Galleria Parkway SE, Suite 300
Atlanta, Georgia 30339-3194
(Address of principal executive offices) (Zip code)

Registrant's telephone number, including area code: (678) 402-3000

Not Applicable
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

ITEM 7.01 REGULATION FD DISCLOSURE

Robert P. Sinclair, Jr., Vice President, Corporate Controller of Aaron's, Inc. (the "Company"), Ryan K. Woodley, Chief Executive Officer of the Company's Progressive Leasing division, and Curtis L. Doman, Chief Technology Officer of the Progressive Leasing division and a member of the Company's Board of Directors, each expect to enter into individual sales plans pursuant to Rule 10b5-1 of the Securities Exchange Act of 1934, as amended (each a "10b5-1 Sales Plan"). The purpose of each of the 10b5-1 Sales Plans will be to provide investment diversification and liquidity for each of the foregoing executives as well as to assist with their overall tax and financial planning. Once executed, each sale transaction will be disclosed publicly through a Form 4 filing with the Securities and Exchange Commission.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AARON'S, INC.

By: /s/ Steven A. Michaels

Steven A. Michaels

Date: August 16, 2017

Chief Financial Officer,

President of Strategic Operations