



Rent-A-Center to Rebrand Its Growing Kiosk Business

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PLANO, Texas--(BUSINESS WIRE)--Dec. 5, 2013-- Rent-A-Center, Inc. (the "Company") (NASDAQ/NGS: RCII) announced today plans to rebrand the kiosks it operates within third-party retail locations across the country.

Operating under the RAC Acceptance brand since being launched in 2006, the kiosks will transition to the "*AcceptanceNOW*" brand. Existing kiosks, of which there are over 1,300, will convert in January 2014. Kiosks slated to open this month will immediately adopt the *AcceptanceNOW* name.

Designed to better convey the availability of immediate acceptance for credit constrained retail shoppers, the move to *AcceptanceNOW* reinforces a unique brand identity in the retail industry.

"The new brand identity is clearly aligned with the customer experience we provide in a host-store environment," said Joel M. Mussat, Executive Vice President of Emerging Businesses for Rent-A-Center. "We help our retail partners 'save the sale' for their customers who could not complete a purchase through traditional payment options. At the same time, we allow these customers to get the products they desire for themselves and their families," Mussat concluded.

Rent-A-Center, Inc., headquartered in Plano, Texas, is the largest rent-to-own operator in North America, focused on improving the quality of life for its customers by providing them the opportunity to obtain ownership of high-quality, durable goods such as consumer electronics, appliances, computers, furniture and accessories, under flexible rental purchase agreements with no long-term obligation. The Company owns and operates approximately 3,140 stores in the United States, Canada, Mexico and Puerto Rico, and approximately 1,300 *AcceptanceNOW* kiosk locations in the United States and Puerto Rico. Rent-A-Center Franchising International (previously ColorTyme, Inc.), a wholly owned subsidiary of the Company, is a franchisor of approximately 215 rent-to-own stores operating under the trade name of "Rent-A-Center" or "ColorTyme."

Source: Rent-A-Center, Inc.

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