



## Rent-A-Center Names Aubyn Thomas Vice President of Marketing

July 9, 2014

PLANO, Texas--(BUSINESS WIRE)--Jul. 9, 2014-- Rent-A-Center, Inc. (NASDAQ/NGS:RCII), the nation's largest rent-to-own operator, today announced the appointment of Aubyn Thomas to vice president of marketing.



Aubyn Thomas (Photo: Business Wire)

Reporting to Rita Bargerhuff, senior vice president and chief customer officer, Thomas is charged with leading a full complement of marketing functions, including the integration of Rent-A-Center's brand strategy, into all marketing communications. She is responsible for

planning and executing traffic-driving campaigns, using both traditional and emerging marketing tools.

With over 15 years of leadership experience in brand strategy and customer-relationship management, Thomas recently served as vice president of consumer marketing at Lowe's Home Improvement where she was responsible for delivery of all consumer and professional marketing programs, including the installation of a new customer relationship management (CRM) campaign-management system with seven new CRM programs. Additionally, she launched a new customer-loyalty program and leveraged leading indicator and trend data to implement a new brand-messaging hierarchy. Earlier in her career, Thomas held leadership positions with organizations such as Macy's, Caesars Entertainment, Bank of America and Lenscrafters Retail Group.

Graduating with honors, Thomas earned a Master of Business Administration degree in marketing from Clark-Atlanta University, a bachelor's degree in electrical engineering from Georgia Institute of Technology and a bachelor's degree in applied mathematics from Spelman College.

"We are delighted to have Aubyn join our leadership team," said Bargerhuff. "Her customer focus and data-driven business approach will be instrumental in the ongoing transformation of our business."

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 3,170 stores in the United States, Canada, Mexico and Puerto Rico, and approximately 1,355 AcceptanceNOW kiosk locations in the United States and Puerto Rico. Rent-A-Center Franchising International, Inc. (previously ColorTyme, Inc.), a wholly owned subsidiary of the Company, is a franchisor of approximately 180 rent-to-own stores operating under the trade name of "Rent-A-Center," "ColorTyme," or "RimTyme." For additional information about the Company, please visit [www.rentacenter.com](http://www.rentacenter.com).



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140709006225/en/>

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