



## Get It Now! Opens Store in Rhinelander, Wisconsin

November 13, 2023

PLANO, Texas--(BUSINESS WIRE)--Nov. 13, 2023-- Upbound Group, Inc. (the "Company" or "Upbound") (NASDAQ: UPBD), a leading provider of technology-driven, flexible leasing solutions for consumers, announced the opening of a new *Get It Now!* store in Rhinelander, Wisconsin. *Get It Now!* Store Manager Daniel Myhre and his sales team are pleased to offer the residents of Rhinelander a flexible retail installment sales option when it comes to acquiring access to high-quality furniture, appliances, electronics and computers.

The new *Get It Now!* store is located at 315 S. Courtney St., Unit B, in Rhinelander, Wisconsin. To welcome *Get It Now!* to its new neighborhood, members of the Rhinelander community are invited to attend a grand opening celebration on Saturday, Nov. 18, from 10 a.m. to 6 p.m. CST. A ribbon-cutting ceremony will also take place at approximately 2 p.m. CST, and the public will have the opportunity to shop the store's merchandise.

In conjunction with the grand opening ceremony, *Get It Now!* will be giving away a 55-inch Samsung Crystal UHD 4K TV. To enter, simply visit the store during the grand opening. No purchase is necessary.

As a part of *Get It Now!*'s mission to give back to those in need, the new store will contribute \$2,000 to the Rhinelander Area Food Pantry, a nonprofit whose mission is to achieve food security for everyone through collaboration, cooperation, advocacy, resource sharing and increased public awareness.

*Get It Now!*, part of the Upbound Group, Inc. family, operates 31 locations in the state of Wisconsin. The Rhinelander location will be open from 10 a.m. – 7 p.m., Monday through Friday, 9 a.m. – 6 p.m. on Saturday and closed on Sunday.

### About Upbound Group, Inc.

Upbound Group, Inc., (NASDAQ: UPBD) is an omni-channel platform company committed to elevating financial opportunity for all through innovative, inclusive and technology-driven financial solutions that address the evolving needs and aspirations of consumers. The company's customer-facing operating units include industry-leading brands such as Rent-A-Center® and Acima® that facilitate consumer transactions across a wide range of store-based and digital retail channels, including over 2,400 company-branded retail units across the United States, Mexico and Puerto Rico. Upbound Group, Inc., is headquartered in Plano, Texas. For additional information about the Company, please visit our website at [Upbound.com](https://www.upbound.com).

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