



Rent-A-Center Opens Store in Brooksville, Florida

December 11, 2023

PLANO, Texas--(BUSINESS WIRE)--Dec. 11, 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 Rent-A-Center store in Brooksville, Florida. Rent-A-Center Store Manager Jeremy Keating and his customer support team are pleased to offer the residents of Brooksville a flexible lease-to-own option for high-quality furniture, appliances, electronics and computers.

The new Rent-A-Center store is located at 1248 S. Broad Street, in Brooksville, Florida. To welcome Rent-A-Center to its new neighborhood, members of the Brooksville community are invited to attend a grand opening celebration on Saturday, Dec. 16, from 12 p.m. to 4 p.m. EST. A ribbon-cutting ceremony will also take place at approximately 2 p.m. EST, and the public will have the opportunity to shop the store's merchandise.

In conjunction with the grand opening ceremony, Rent-A-Center will be giving away a PlayStation 5, arcade system, a 65-inch Samsung Crystal UHD 4K TV, and more. To enter, simply visit the store during the grand opening. No purchase is necessary.

As a part of Rent-A-Center's mission to give back to those in need, the new store will contribute \$2,000 to Hernando County Humane Society, a nonprofit that is dedicated to the rescue and health of orphaned, surrendered, and abandoned pets.

Rent-A-Center operates 80 locations in the state of Florida. This Brooksville location will be open from 10 a.m. – 6 p.m., Monday through Saturday.

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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