



## **Rent-A-Center 1st Quarter 2004 Financial Results Conference Call to Be Broadcasted Live Via the Web**

April 15, 2004

PLANO, Texas--(BUSINESS WIRE)--April 15, 2004--Rent-A-Center, Inc. (NASDAQ/NNM:RCII) will broadcast its quarterly earnings conference call on Tuesday, April 27, 2004 at 10:45 AM ET over the Internet. This call will be held in order to discuss the earnings release that will be issued after the close of the market on Monday, April 26, 2004. Audio of the call will be broadcast live and will be available on the Investor Relations section of Rent-A-Center, Inc.'s website, located at <http://investor.rentacenter.com>

Listeners should go to the website at least fifteen minutes before this event to register, download, and install any necessary audio software. For those unable to attend the live broadcast, a replay will be available beginning April 27th at 1:45 PM ET. There is no charge to access this event.

Rent-A-Center, Inc., headquartered in Plano, Texas, currently operates 2,673 company-owned stores nationwide, Puerto Rico and Canada. The stores generally offer high-quality, durable goods such as home electronics, appliances, computers, and furniture and accessories to consumers under flexible rental purchase arrangements that generally allow the customer to obtain ownership of the merchandise at the conclusion of an agreed-upon rental period. ColorTyme, Inc., a wholly-owned subsidiary of the Company, is a national franchisor of 324 rent-to-own stores, 312 of which operate under the trade name of "ColorTyme," and the remaining 12 of which operate under the "Rent-A-Center" name.

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SOURCE: Rent-A-Center, Inc.