



## **Rent-A-Center, Inc. Third Quarter 2004 Financial Results Conference Call to Be Broadcast Live Via the Web**

October 19, 2004

PLANO, Texas--(BUSINESS WIRE)--Oct. 19, 2004--Rent-A-Center, Inc. (NASDAQ/NNM:RCII) will broadcast its quarterly earnings conference call on Tuesday, October 26, 2004 at 10:45 AM ET over the internet to discuss the earnings release that will be issued after the close of the market on Monday, October 25, 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>

For those unable to attend the live broadcast, a replay will be available beginning October 26th at 1:45 PM ET. There is no charge to access this event.

As of October 18, 2004, Rent-A-Center, Inc., headquartered in Plano, Texas, operates 2,871 company-owned stores nationwide and in Canada and Puerto Rico. 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 316 rent-to-own stores, 304 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.