



Rent-A-Center Restructures Ad Account

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PLANO, Texas--(BUSINESS WIRE)--March 18, 2005--Rent-A-Center announced today its intention to restructure its advertising account and over time, possibly bring some of the functions in-house. Euro RSCG Retail, also located in Plano, Texas, is Rent-A-Center's current agency of record.

"The new structure is an unbundling of services that will allow us to tap best-in-class resources for the various marketing and advertising disciplines we need for our business," said Ann Davids, vice president of marketing and advertising at Rent-A-Center about the Company's decision. "Rent-A-Center has grown from 700 stores to more than 2,800 stores since 1998, and during its five-year partnership with Euro RSCG Retail, the agency has added a lot of value to our marketing."

Davids further stated that Euro may retain portions of the business after reviews are conducted in the coming months.

"We understand and respect Rent-A-Center's decision," says Pat Furey, president and CEO of Euro RSCG Retail. "We're very proud of our accomplishments in helping to build their business and look forward to continuing to be a part of that process."

Headquartered in Plano, Texas, Rent-A-Center, Inc. (Nasdaq:RCII) currently operates more than 2,800 company-owned rent-to-own stores in 50 states, Washington, D.C., Puerto Rico and Canada. The stores generally offer high-quality, durable home furnishings to consumers under flexible rental-purchase agreements that generally allow customers to own the merchandise at the conclusion of an agreed-upon rental period.

Euro Retail specializes in transaction marketing and is the Retail Center of Excellence for the Euro RSCG Worldwide agency network. It delivers marketing services to over 12,000 locations nationwide for clients including Pizza Hut, Foot Locker and Footaction USA, Sprint PCS stores, and Long John Silver's.

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SOURCE: Rent-A-Center