



Rent-A-Center First Quarter 2010 Financial Results Conference Call to Be Broadcasted Live Via the Web

April 1, 2010

PLANO, Texas, Apr 01, 2010 (BUSINESS WIRE) --Rent-A-Center, Inc. (NASDAQ/NGS:RCII) will broadcast its quarterly earnings conference call on Tuesday, April 27, 2010 at 10:45 AM ET over the Internet. This call will be held to discuss the earnings release that will be issued after the close of the market on Monday, April 26, 2010. 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 27, 2010 at 1:45 PM ET. There is no charge to access this event.

Rent-A-Center, Inc., headquartered in Plano, Texas, currently operates approximately 3,000 company-owned stores nationwide and in Canada and Puerto Rico. The stores generally offer high quality, durable products such as major consumer 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 approximately 210 rent-to-own stores operating under the trade name of "ColorTyme."

SOURCE: Rent-A-Center, Inc.

Rent-A-Center, Inc.

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