

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>DOLL ANTHONY M</u>  (Last) (First) (Middle) <u>5700 TENNYSON PARKWAY</u> <u>THIRD FLOOR</u>  (Street) <u>PLANO TX 75024</u>  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>RENT A CENTER INC DE [ RCII ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Executive VP - Operations</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>07/01/2003</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common stock, par value \$.01 per share	02/25/2004		M		2,000	A	\$10.6	2,000	D	
Common stock, par value \$.01 per share	02/25/2004		M		3,125	A	\$7.93	5,125	D	
Common stock, par value \$.01 per share	02/25/2004		S		1,800	D	\$31.92	3,325	D	
Common stock, par value \$.01 per share	02/25/2004		S		3,325	D	\$31.9	0	D	
Common stock, par value \$.01 per share								1,718.97	I	By Issuer 401(k) Plan <sup>(1)</sup>

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Amount or Number of Shares
Employee Stock Option (Right to Purchase)	\$10.6	02/25/2004		M		2,000		(2)	(2)	Common Stock	2,000	(2)	0	D	
Employee Stock Option (Right to Purchase)	\$7.93	02/25/2004		M		3,125		(3)	(3)	Common Stock	3,125	(3)	0	D	
Employee Stock Option (Right to Purchase)	\$29.768	07/01/2003		A		25,000		(4)	(4)	Common Stock	25,000	(4)	48,000 <sup>(5)</sup>	D	

**Explanation of Responses:**

- The information in this report is based on a plan statement dated as of February 27, 2004.
- On September 30, 1998, the reporting person was granted 12,500 options to purchase Rent-A-Center, Inc.'s (the "Company") common stock, par value \$.01 per share (the "Common Stock"), on a one-for-one basis pursuant to the Company's Long-Term Incentive Plan (the "Plan"). The Plan provides for a vesting period of four years, vesting in the amounts of 3,125 on September 30, 1999; 3,125 on September 30, 2000; 3,125 on September 30, 2001; and 3,125 on September 30, 2002. The options expire 10 years from the date of the grant. As of the date of this report, the reporting person has exercised 11,375 of the 12,500 options to purchase the Company's Common Stock pursuant to this grant.
- On December 31, 1999, the reporting person was granted 12,500 options to purchase the Company's Common Stock, on a one-for-one basis, pursuant to the Plan. The Plan provides for a vesting period of four years, vesting in the amounts of 3,125 on December 31, 2000; 3,125 on December 31, 2001; 3,125 on December 31, 2002; and 3,125 on December 31, 2003. The options expire 10 years from the date of the grant. As of the date of this report, the reporting person has exercised all of the options to purchase the Company's Common Stock pursuant to this grant.
- On July 1, 2003, the reporting person was granted 25,000 options to purchase the Company's Common Stock, on a one-for-one basis, pursuant to the Plan. The Plan provides for a vesting period of four years, vesting in the amounts of 6,250 on July 1, 2004; 6,250 on July 1, 2005; 6,250 on July 1, 2006; and 6,250 on July 1, 2007. The options expire 10 years from the date of the grant. As of the date of this report, the reporting person has exercised none of the options to purchase the Company's Common Stock pursuant to this grant.
- Includes (a) 1,125 options to purchase the Company's Common Stock pursuant to the reporting person's September 30, 1998 grant, all of which are currently exercisable, (b) 21,875 options to purchase the Company's Common Stock pursuant to the reporting person's November 9, 2001 grant, 9,375 of which are currently exercisable, and (c) 25,000 options to purchase the Company's Common Stock pursuant to the reporting person's July 1, 2003 grant, none of which are currently exercisable.

**Remarks:**

All information contained herein reflects a 5-for-2 split of the Company's Common Stock effected in August 2003.

Anthony M. Doll

02/27/2004

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.**