

UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

DIVISION OF CORPORATION FINANCE

June 28, 2010

Via U.S. mail and facsimile (972) 943-0116

Mr. Robert D. Davis, Chief Financial Officer Rent-A-Center, Inc. 5501 Headquarters Drive Plano, Texas 75024

> RE: Rent-A-Center, Inc. Form 10-K for the fiscal year ended December 31, 2009 Filed February 26, 2010 File No. 000-25370

Dear Mr. Davis:

We have completed our review of your filings and do not have any further comments at this time.

Sincerely,

Pamela Long Assistant Director