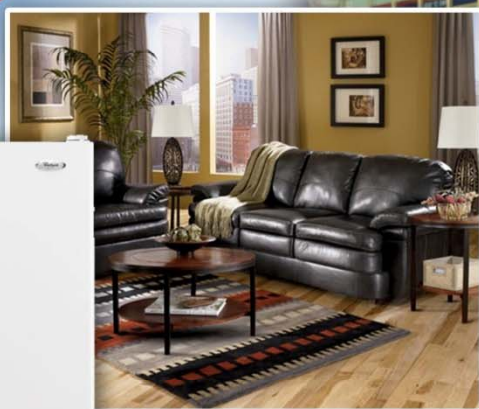


July 2012



Investor Presentation

Safe Harbor Statement

This presentation contains forward-looking statements that involve risks and uncertainties. Such forward-looking statements generally can be identified by the use of forward-looking terminology such as “may,” “will,” “expect,” “intend,” “could,” “estimate,” “should,” “anticipate,” or “believe,” or the negative thereof or variations thereon or similar terminology. Although the Company believes that the expectations reflected in such forward-looking statements will prove to be correct, the Company can give no assurance that such expectations will prove to have been correct. The actual future performance of the Company could differ materially from such statements. Factors that could cause or contribute to such differences include, but are not limited to: uncertainties regarding the ability to open new locations; the Company’s ability to acquire additional stores or customer accounts on favorable terms; the Company’s ability to control costs and increase profitability; the Company’s ability to enhance the performance of acquired stores; the Company’s ability to retain the revenue associated with acquired customer accounts; the Company’s ability to identify and successfully market products and services that appeal to its customer demographic; the Company’s ability to enter into new and collect on its rental or lease purchase agreements; the passage of legislation adversely affecting the rent-to-own industry; the Company’s failure to comply with applicable statutes or regulations governing its transactions; changes in interest rates; changes in the unemployment rate; economic pressures, such as high fuel costs, affecting the disposable income available to the Company’s current and potential customers; economic conditions affecting consumer spending; changes in the Company’s stock price, the number of shares of common stock that it may or may not repurchase, and future dividends, if any; changes in estimates relating to self-insurance liabilities and income tax and litigation reserves; changes in the Company’s effective tax rate; fluctuations in foreign currency exchange rates; the Company’s ability to maintain an effective system of internal controls; changes in the number of share-based compensation grants, methods used to value future share-based payments and changes in estimated forfeiture rates with respect to share-based compensation; the resolution of the Company’s litigation; and the other risks detailed from time to time in the Company’s SEC reports, including but not limited to, its annual report on Form 10-K for the year ended December 31, 2011 and its quarterly reports on Form 10-Q for the quarters ended March 31, 2012 and June 30, 2012. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. Except as required by law, the Company is not obligated to publicly release any revisions to these forward-looking statements to reflect the events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events.



Rent-A-Center today



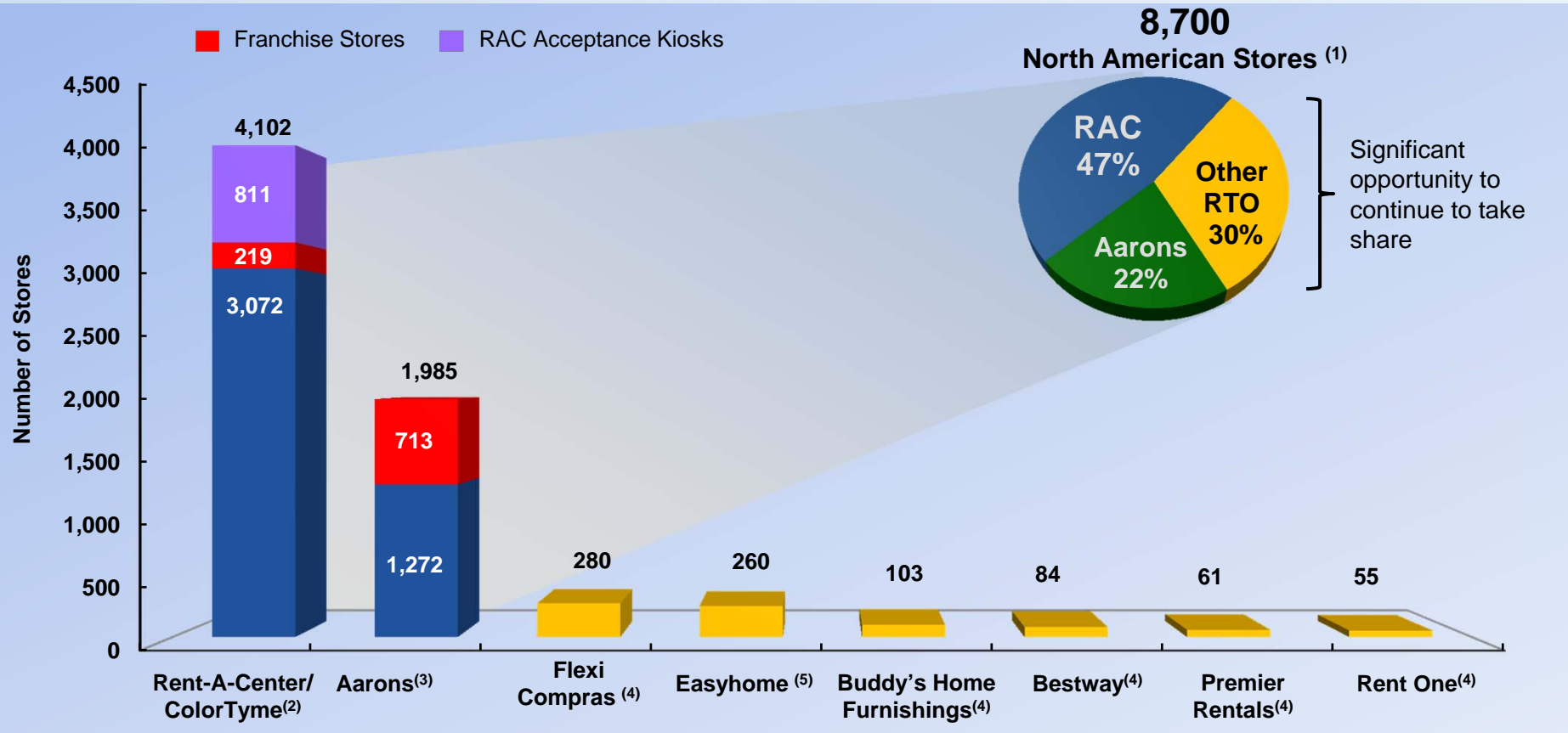
Rent-A-Center today is...

-  The leader in an attractive and growing industry
-  Focused on providing affordable, high-quality products to our customers that improve their standard of living
-  An advantaged business model that delivers superior profitability
-  A highly recognized brand with highest levels of customer loyalty and service
-  Operating within the most constructive legislative framework in the industry's history
-  Led by a seasoned management team with a proven track record for growth and innovation
-  Executing on a set of growth initiatives in key domestic and international markets



Market leader in an attractive sector

Rent-A-Center's current store base is nearly 5x the #3-8 competitors combined...



...giving us the scale to address an ever-expanding sub prime core customer base which makes up 35% of the population⁽⁶⁾

Notes:

(1) APRO (Association of Progressive Rental Organizations) as of November 18, 2011

(2) Company data as of June 30, 2012

(3) Company press release dated July 24, 2012

(4) Company website estimates as of July 24, 2012

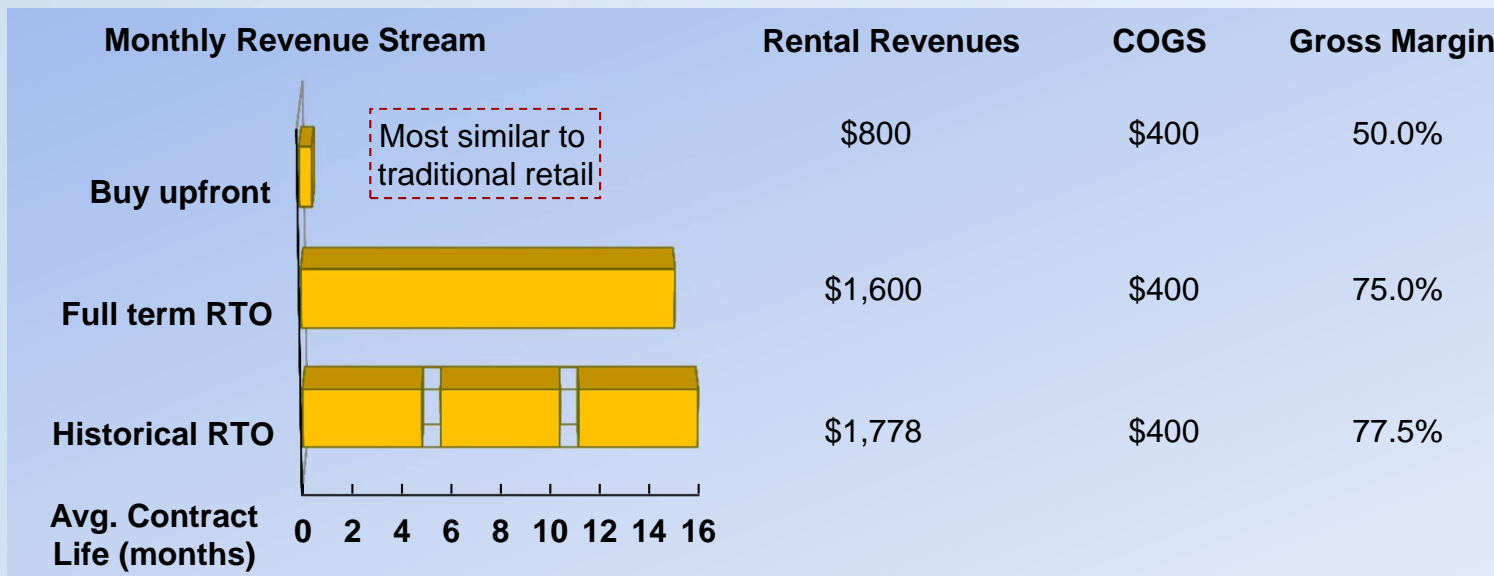
(5) Company press release dated May 07, 2012

(6) FICO report dated July 13, 2010

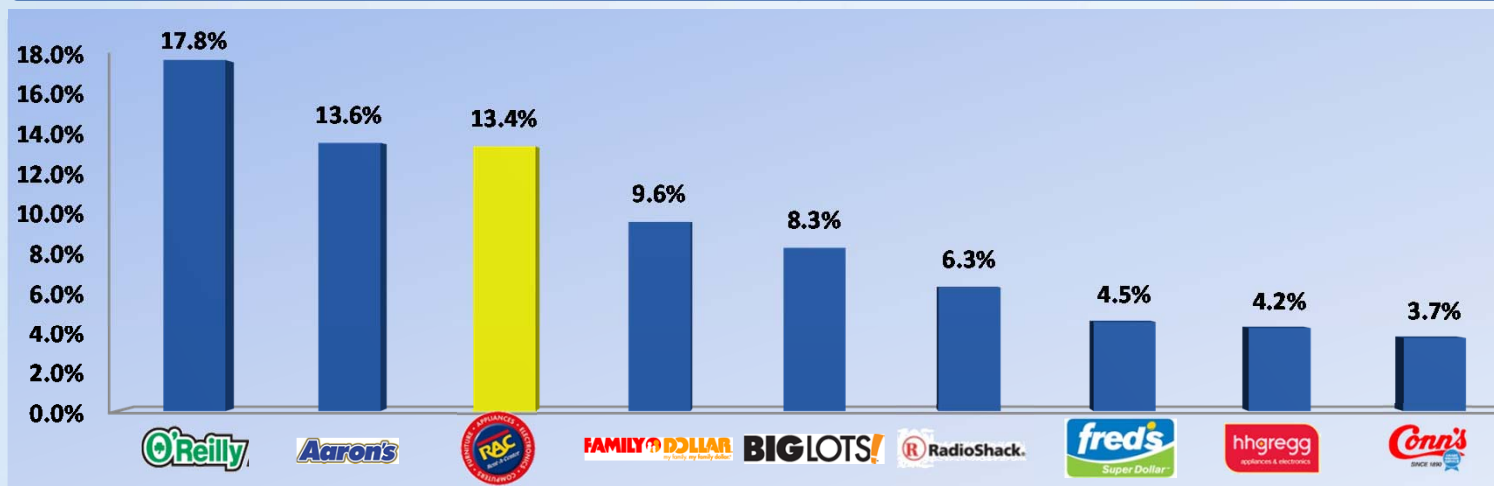


Superior transaction economics relative to traditional retail

Summary unit revenue



EBITDA Margin profile benchmarking



Note: EBITDA margin based on 2011 FYE GAAP Earnings



With high brand awareness and exceptional customer loyalty



Brand awareness

- RAC Top of Mind and Total Unaided Awareness of Potentials are at the highest levels in two years.
- Customer Awareness is the highest in past four years.
- Perceptions of RAC's core value proposition ratings have continued to improve among Potentials.



Customer loyalty

- Greater than 80% of customers surveyed would recommend Rent-A-Center to a best friend or family member
- Approximately 75% of our business is from repeat customers

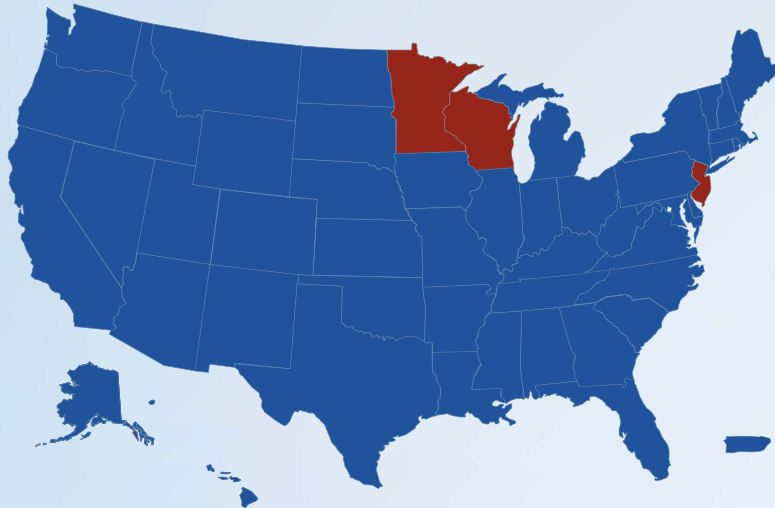
Note: Based on internal operational metrics



Rent-to-own has become a mainstream alternative to traditional retail

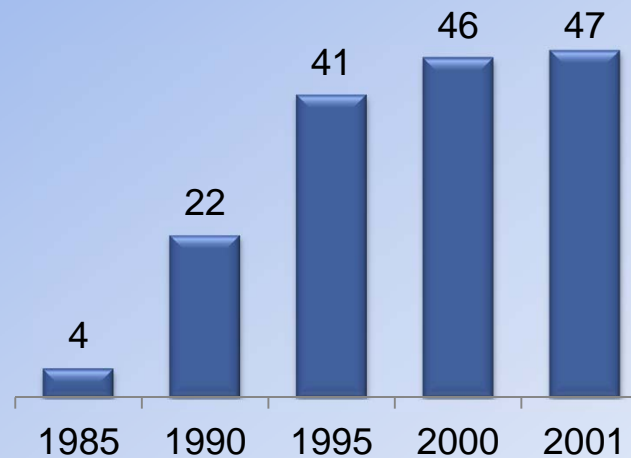
Legislative framework by state

National legislative framework



■ Favorable State Regulation ■ Unfavorable State Regulation

States with favorable legislation



❖ Strong pace of acceptance and stability

State legislation updates

- Currently, 47 states, the District of Columbia and Puerto Rico have legislation that recognize and regulate rental purchase transactions as separate and distinct from credit sales
- In Minnesota, Wisconsin, and New Jersey, the rental purchase transaction is treated as a credit sale and subject to consumer lending restrictions. As a result, the Company has modified its consumer transaction to comply with the current regulatory environment for these states

Federal legislation updates

- Favorable legislation has been introduced in the U.S. Congress
- The Dodd-Frank Wall Street Reform and Consumer Protection Act excludes leases with terms of 90 days or less. The Company believes that our leases with weekly or monthly terms will not be impacted by the Act



Unmatched rent-to-own management experience

Mark Speese

Chairman and Chief Executive Officer

- 30+ years of industry experience

Mitch Fadel

President and Chief Operating Officer, Director

- 25+ years of industry experience

Robert Davis

Executive Vice President - Finance, Chief Financial Officer and Treasurer

- 15+ years of industry experience

Ronald DeMoss

Executive Vice President - General Counsel

- 20+ years of industry experience

Christopher Korst

Executive Vice President – Domestic Operations

- 20+ years of industry experience

Theodore DeMarino

Executive Vice President – Shared Services

- 25+ years of industry experience

Joel Mussat

Executive Vice President – Emerging Businesses & Strategic Planning

- 5+ years of industry experience

Rent-A-Center's Senior Management Team Averages over 20 years of Rent-to-Own experience



Our story–2010 to 2014 growth projections (Investor Day–November 2010)



4% – 6% Revenue growth (CAGR)



6% – 7% EBITDA growth (CAGR)



\$165 – \$225 million FCF generation



Maximize shareholder value

- Reinvest for future growth
- Distribute dividends
- Repurchase shares
- Mandatory debt reduction



We are on pace to hit these targets given our current expected performance



Key Investment Highlights



Rent-A-Center is uniquely positioned to deliver value



An established core business that generates significant free cash flow



Successful vehicles for growth in both existing and new markets

- RAC Acceptance

- International



A consistent financial policy that is prudent and focused on returning profits to shareholders



Combining our profitability with consistent top-line trends creates an engine for free cash flow...

Four-wall EBITDA per store (RTO Stores)



Consolidated Free Cash Flow



Cumulative free cash flow of \$998MM



...allowing us to reinvest in high-return, growth opportunities



Increase domestic market share via partnerships with traditional retailers

RAC Acceptance



Further expansion into Mexico and Canada to address an under-served core customer base

Rent-A-Center International



RAC Acceptance provides an opportunity to significantly grow our domestic footprint

Overview of RAC Acceptance

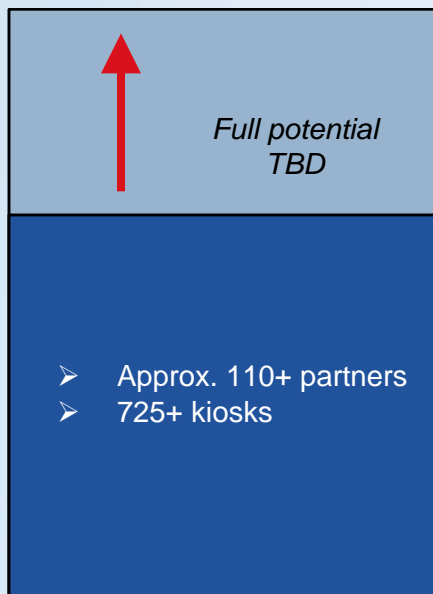


- RCII Kiosks inside traditional retailers
 - Customers turned down for credit are referred to RAC associates
 - Retailers “save the sale” (~50% conversion rate)
 - Service customers likely outside our traditional customer base
- Low initial investment as inventory is not purchased until the sale is made
- Grow customer base and increase market penetration

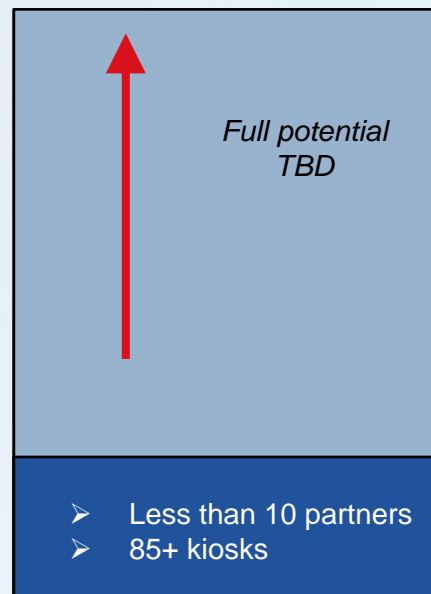
RAC Acceptance customer vs. RTO

Credit scores:	< 520	521–580	> 581
RTO	62%	26%	12%
	46%	29%	25%

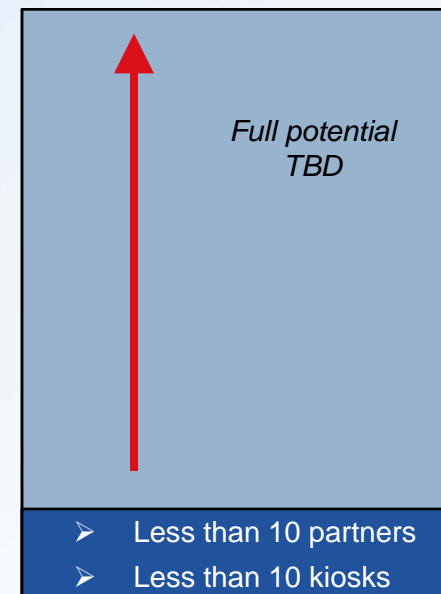
Furniture



Electronics



Appliances



Mexico and Canada are a promising platform for international expansion



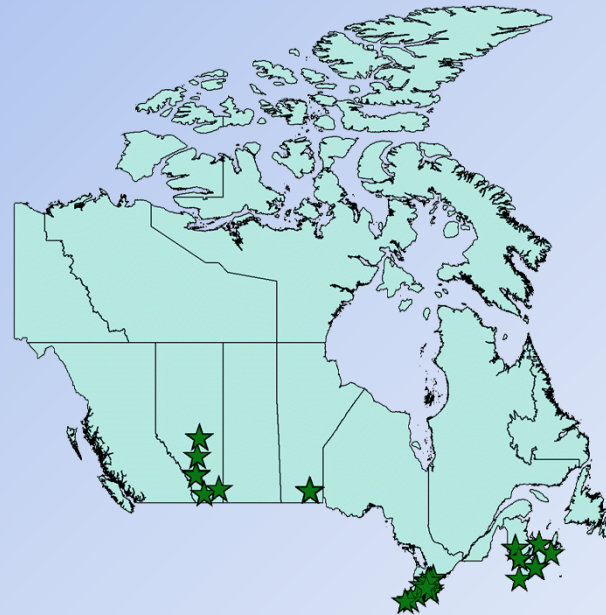
Mexico

- 111 million total population with over 50% falling into our core customer demographic
- Potential market of 1,000 stores
- Opened 10 stores in Q2'12, ending with 67 stores, expect 110 locations by 2012



Canada

- 34 million potential customers
- Potential market of 200 – 300 stores
- Leverage core RTO business
- 32 current locations and expect 35 locations by 2012

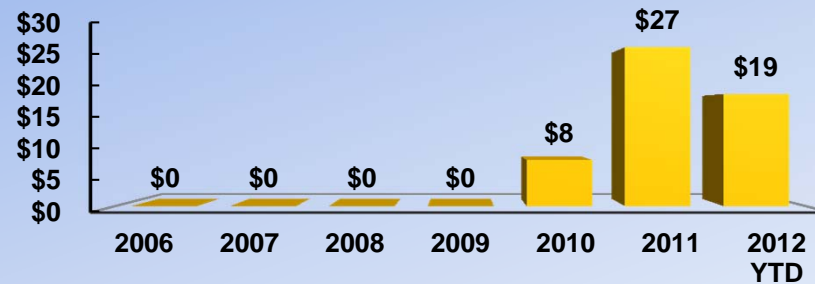


We are assessing markets across the world for additional international growth



Rent-A-Center has a proven track record of returning cash to shareholders while deleveraging

Dividends paid



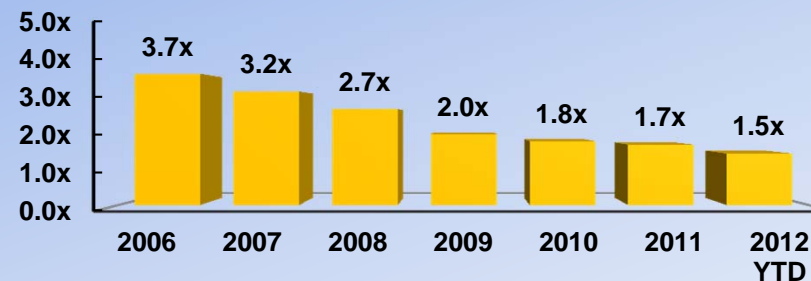
1.9% Current dividend yield ⁽¹⁾

Share repurchases



\$376MM / 16MM shares repurchased since 2006

Leverage ⁽²⁾



\$626MM debt repaid since 2006

Note: Market data as of 06/30/2012

(1) \$0.64 annualized dividend / Q2'12 ending Stock Price of \$33.71

(2) Leverage represents Debt/LTM EBITDA



Financial review



Q2 2012 Rent-A-Center posted strong operating results

Q2 2012 Financial Metrics

	Q2	Q2
(in \$MM, except for EPS)	2012	2011
Total Revenue	\$750	\$698
YoY Growth %	7.4%	4.0%
Same Store Sales	2.8%	(0.3%)
Total Gross Profit	\$527	\$506
Gross Profit Margin	70.3%	72.5%
Operating Profit	\$79	\$78
Operating Profit Margin	10.5%	11.2%
Diluted EPS	\$0.74	\$0.68
EBITDA	\$99	\$95
EBITDA Margin	13.2%	13.7%
Capex	\$21	\$32

Q2 2012 Key Highlights

- Total revenues for the quarter increased ~ \$52MM, or 7.4%
 - Revenue increase primarily driven by growth in the RAC Acceptance segment
- Same store sales increased 2.8%, about 75% from 365 RAC Acceptance locations and the balance from Core U.S. RTO
- Although gross profit margins declined 220 bps, gross profit dollars increased \$21MM, or 4.2%
 - Lower margins as a % of total store revenue in the RAC Acceptance segment and decreased margins related to changes in promotional sales strategies in the Core U.S. segment
- While operating profit margin declined primarily due to increased expenses from growth initiatives, operating profit dollars were up approximately \$1 MM, or 1.3%
- Diluted EPS increased ~ 9% and included \$0.08 in dilution from our international growth initiatives
- Opened an additional 77 RAC Acceptance kiosks in the U.S. and 10 RTO stores in Mexico



Maintain a sound balance sheet as a result of our judicious approach to leverage...

Q2 2012 Balance Sheet

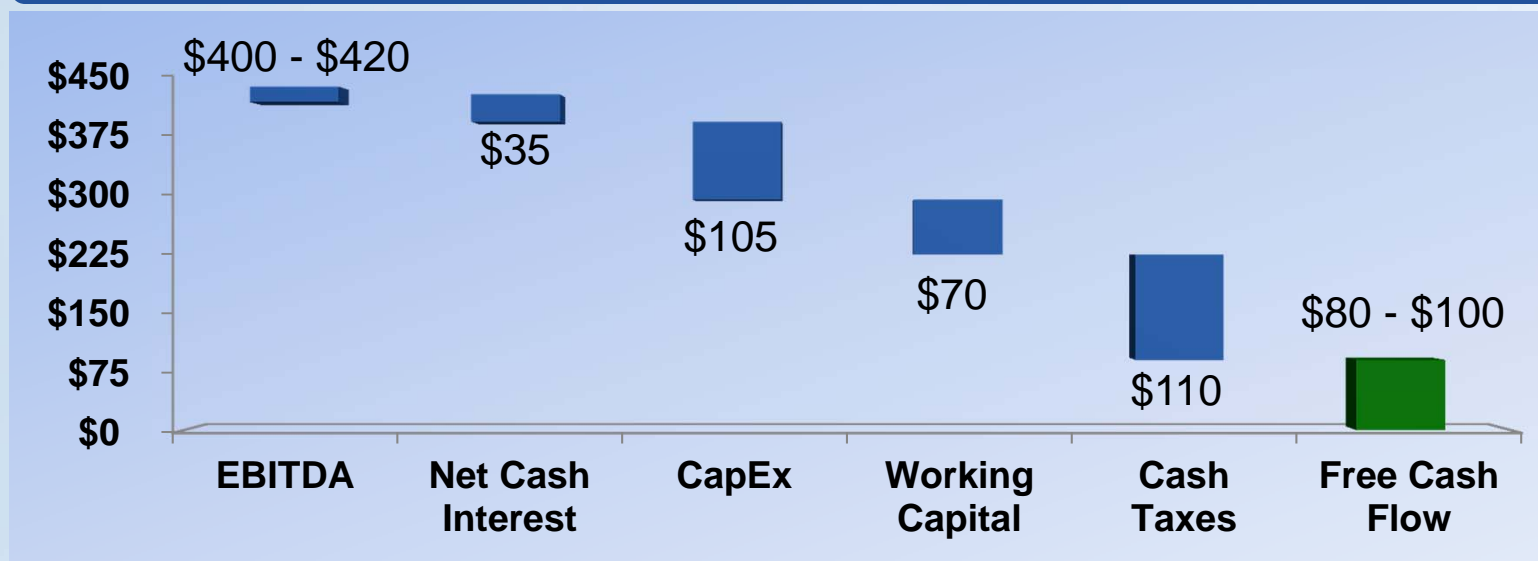
(\$ in millions)	Q2 2012	% of Book Capital	Q2 2011	% of Book Capital
Cash	\$101.1		\$74.0	
Senior Credit Facilities	367.8	17.5%	361.5	17.7%
Senior Unsecured Notes	300.0	14.3%	300.0	14.8%
Total Debt	667.8	31.8%	661.5	32.5%
Shareholder's Equity	1,433.5	68.2%	1,371.1	67.5%
Total Capitalization	\$2,101.3	100.0%	\$2,032.6	100.0%
Net Debt/Total Capitalization		27.0%		28.9%

Q2'12 Consolidated Leverage Ratio 1.45x (per bank covenant, maximum leverage of 3.25x)

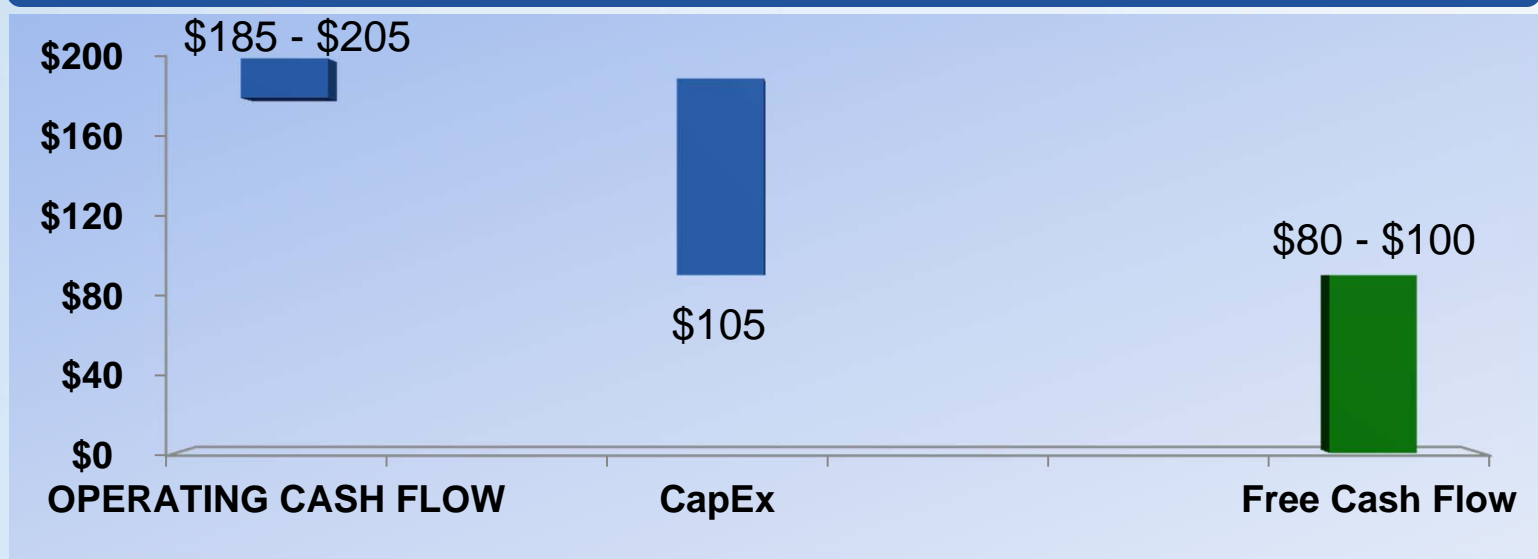


...and ample free cash flow to execute on our growth initiatives and return value to our shareholders

Reconciliation of EBITDA to Free Cash Flow 2012 Estimate (\$MM)



Reconciliation of Operating Cash to Free Cash Flow 2012 Estimate (\$MM)

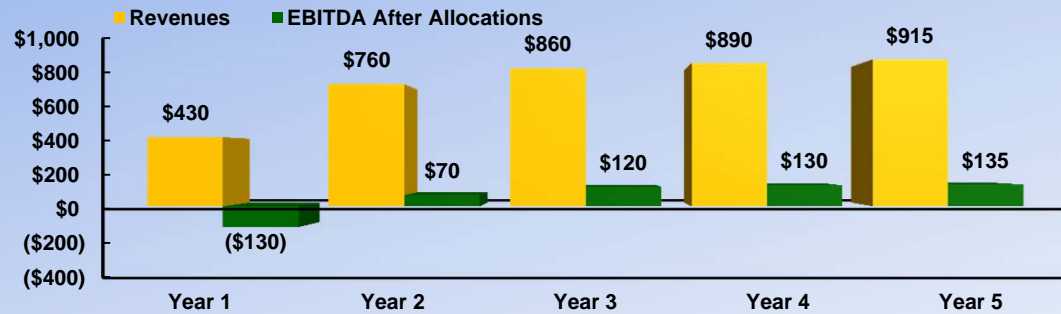


New initiatives will drive meaningful growth

RTO

■ New Store Economics (Before Allocations)

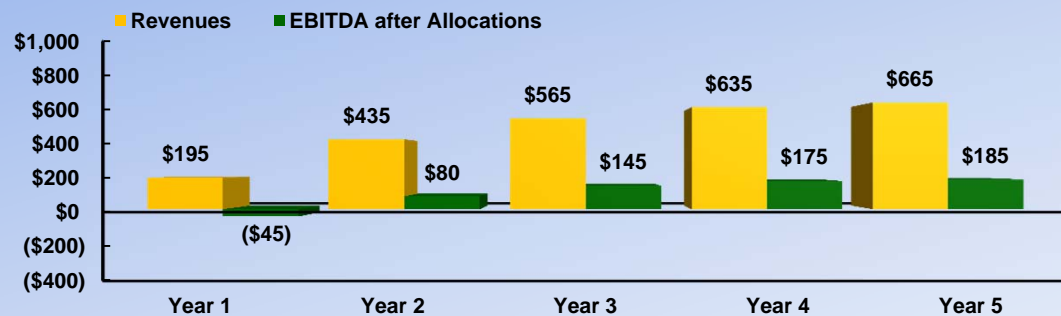
- Year 1 Investment of \$675K (60% for inventory)
- Profitable within 10-14 months
- Break even within 24-28 months
- IRR of ~43%



RAC Acceptance

■ New Store Economics (Before Allocations)

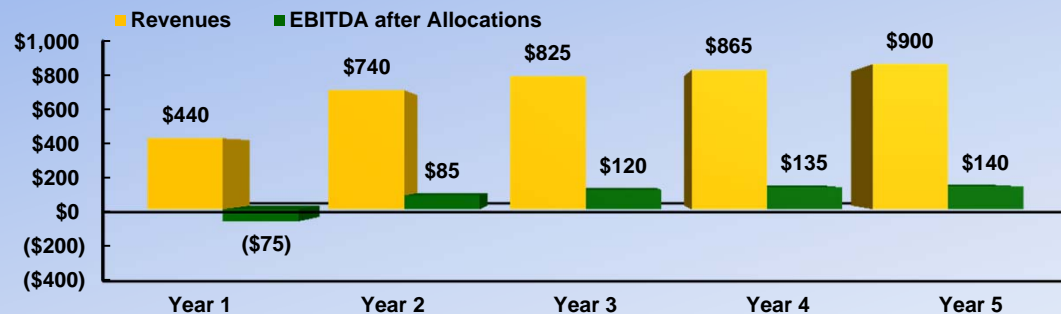
- Year 1 Investment of \$335K (85% for inventory)
- Profitable within 6-8 months
- Break even within 10-14 months
- IRR of ~80%



Mexico

■ New Store Economics (Before Allocations)

- Year 1 Investment of \$895K (60% for inventory)
- Profitable within 8-10 months
- Break even within 20-24 months
- IRR of ~35%

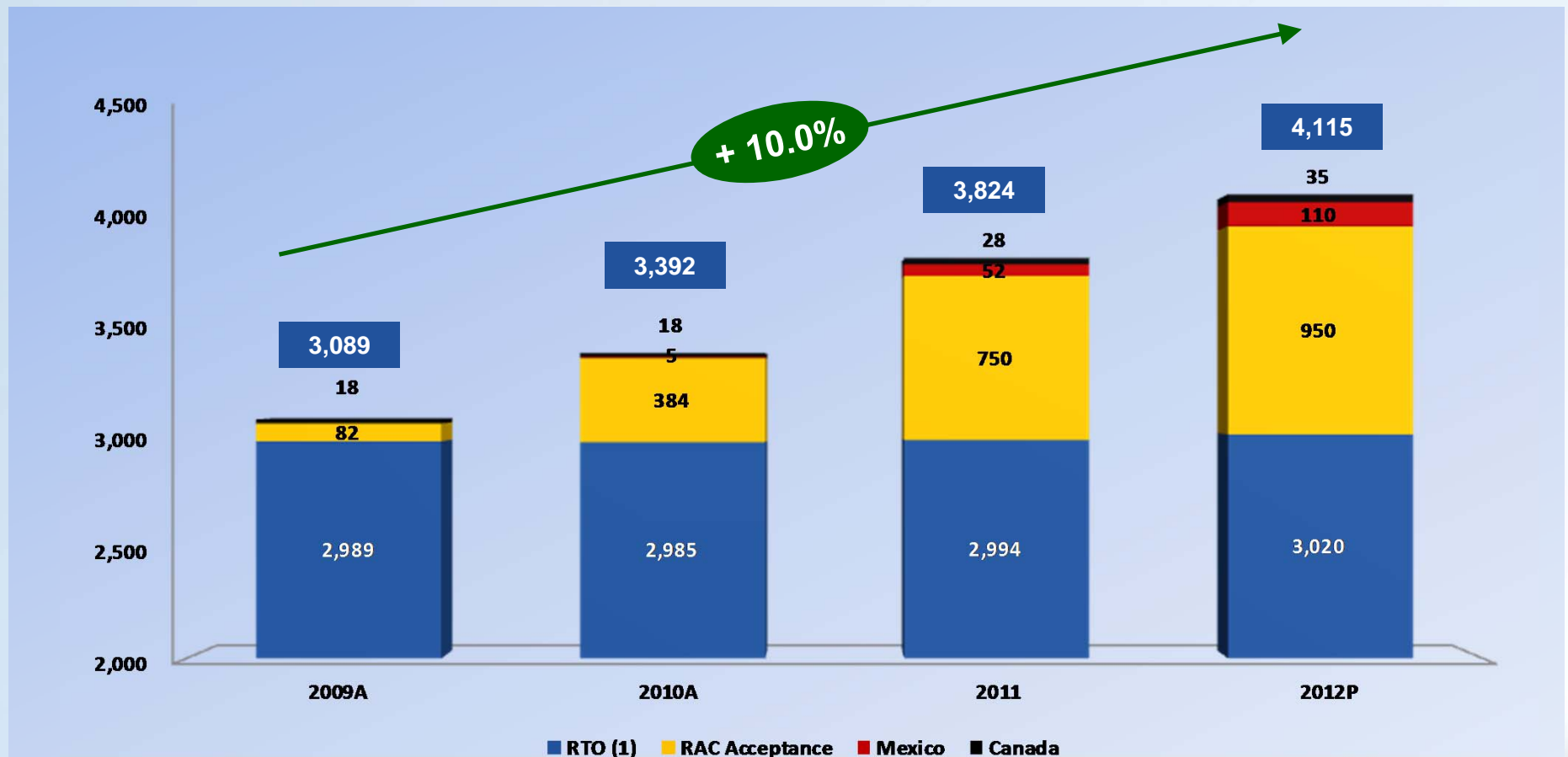


Growth initiatives are 100% funded via cash flow from operations



Continuing strong store growth will increase our already substantial customer base

Store Counts



Note: (1) Includes Get-It-Now / Home Choice stores



Our 2012 forecast includes solid top and bottom line growth

2012 Guidance ⁽¹⁾

	2010 Actual	2011 Actual	2012P Midpoint
Total Revenue	\$2,732	\$2,882	\$3,130
YoY Growth %	1.3%	5.5%	8.6%
Same Store Sales	(0.4%)	0.8%	3.5%
Total Gross Profit	\$1,996	\$2,053	\$2,200
Gross Profit Margin	73.1%	71.2%	70.3%
Operating Profit	\$323	\$317	\$330
Operating Profit Margin	11.8%	11.0%	10.5%
Diluted EPS	\$2.81	\$2.91	\$3.10
YoY Growth %			6.5%
EBITDA⁽²⁾	\$389	\$387	\$410
EBITDA Margin	14.3%	13.4%	13.1%
Capex	\$93	\$133	\$105

Notes:






1) Per 07/23/2012 press release

2) Reconciliation is available in the appendix at the end of the presentation

3) Dollars in millions, except EPS



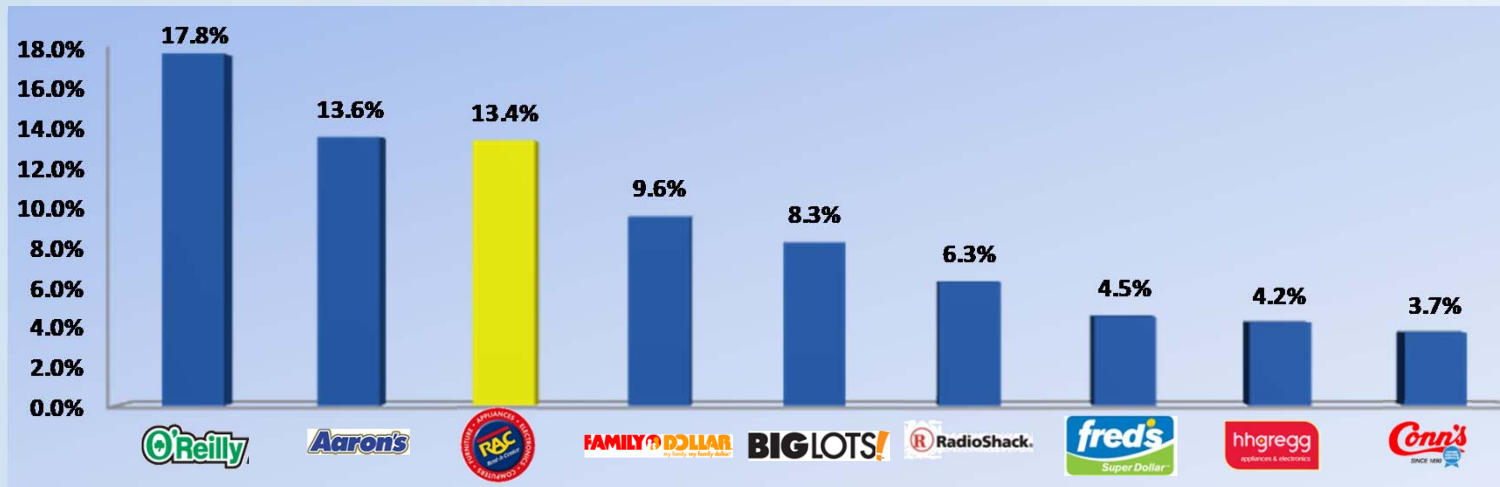
Rent-A-Center has a compelling strategic vision

-  Leader of an established and growing industry
-  Established and advantaged business model that has demonstrated superior profitability and continues to generate strong free cash flow
-  Dependable cash flows with a proven track record of returning capital to shareholders
-  Outsized, low risk growth opportunities
-  Seasoned management team with a track record for growth and innovation

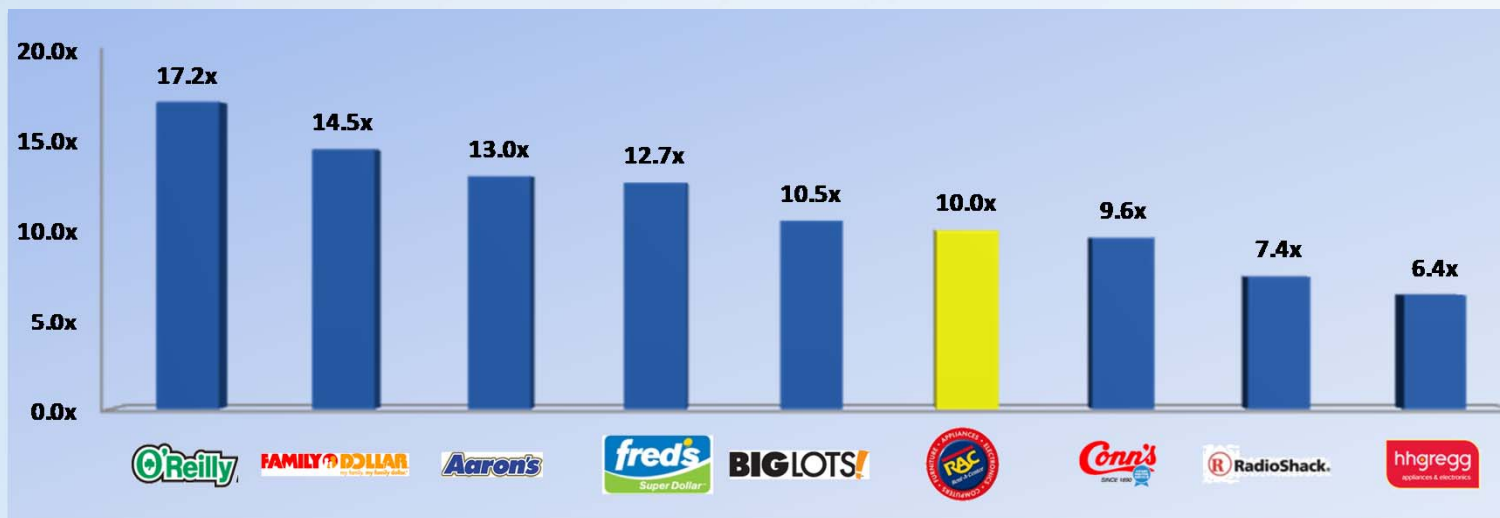


We believe Rent-A-Center represents an attractive investment opportunity

EBITDA Margin profile benchmarking



2013 Forward P/E benchmarking



Note: Market data as of 07/25/2012

- (1) EBITDA margin based on 2011 FYE GAAP Earnings
- (2) Forward P/E based on 2013 Estimates



Appendix



GAAP to Non-GAAP Reconciliation

(\$ in millions)	FYE '2010A	FYE '2011A	YTD '2012A
<u>REVENUE</u>			
Pro Forma TOTAL REVENUE	\$2,731.6	\$2,882.2	\$1,585.0
<u>EBITDA</u>			
GAAP EBIT	\$274.8	\$256.6	\$154.0
Plus: Litigation Expense (Credit)	-	2.8	-
Plus: Impairment Charge	18.9	7.3	-
Plus: Restructuring Charge	-	13.9	-
Plus: Finance Charges from Refinancing	3.1	-	-
Plus: Interest Expense, net	25.9	36.6	17.0
Plus: Amortization	3.3	4.7	2.8
Plus: Depreciation	63.4	65.2	36.3
Proforma EBITDA	\$389.4	\$387.1	\$210.2



Company Information

For quarterly press releases, conference call transcripts, investor presentations, annual reports and other company information, please access our investor relations Web site at:

investor.rentacenter.com

