Investor Presentation
Second Quarter 2009

August 4, 2009

Safe Harbor Statement

This presentation and the guidance above contain 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 rent-to-own stores; the Company's ability to acquire additional rent-to-own stores or customer accounts on favorable terms; the Company's ability to control costs and increase profitability; the Company's ability to successfully add financial services locations within its existing rent-to-own stores; the Company's ability to identify and successfully enter new lines of business offering products and services that appeal to its customer demographic, including its financial services products; 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 purchase agreements; the Company's ability to enter into new and collect on its short-term loans; the passage of legislation adversely affecting the rent-to-own or financial services industries; the Company's failure to comply with statutes or regulations governing the rent-to-own or financial services industries; interest rates; increases in the unemployment rate; economic pressures, such as high fuel and utility costs, affecting the disposable income available to the Company's targeted consumers; changes in the Company's stock price and the number of shares of common stock that it may or may not repurchase; changes in estimates relating to self-insurance liabilities and income tax and litigation reserves; changes in the Company's effective tax rate; 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 any material 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, 2008, and its quarterly reports for the quarters ended March 31, 2009 and June 30, 2009. 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.

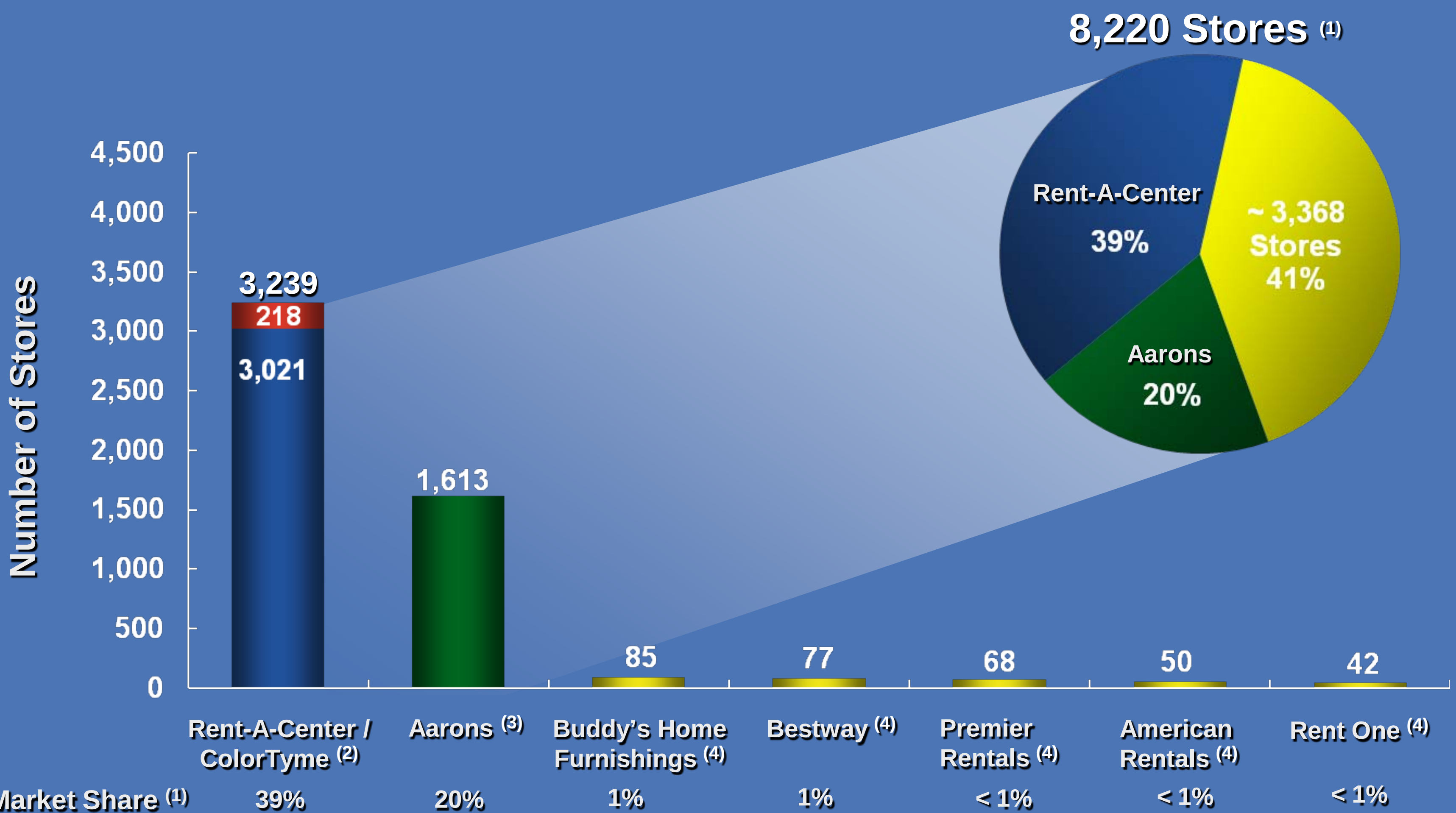
Key Investment Rationale

- Leading rent-to-own operator in the U.S.
- Proven business model
- Experienced management team
- Financially solid
    - Strong cash flow generation
    - Sound balance sheet and strong credit statistics
- Continue execution in our core rent-to-own business
- Growth opportunity adding financial services within our existing store locations
- Seek additional distribution channels for our products and services

Leading RTO Operator in U.S.

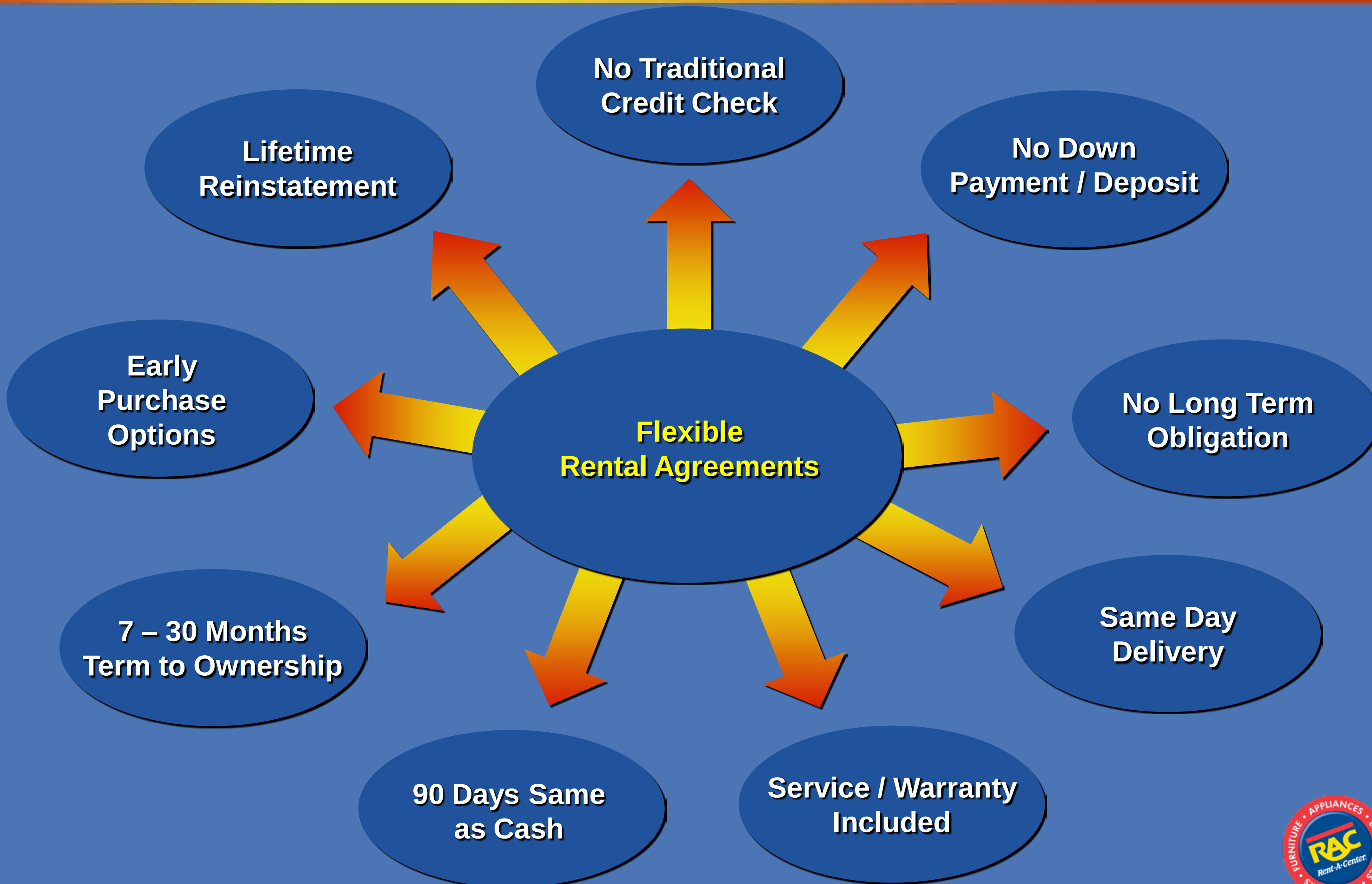
- Largest rent-to-own operator in the U.S.
  - 39% market share based on store count
  - National footprint of over 3,000 company-owned stores and over 215 franchised stores
- Broad selection of high quality, brand-name merchandise under flexible rental purchase agreements
- Primarily serves the “underbanked” consumer
- Generated $2.8 billion in LTM revenue and $352.3 million in LTM adjusted EBITDA as of June 30, 2009

Leading Player in Fragmented Marketplace



1) Based on Association of Progressive Rental Organization (APRO) estimates in 2007 Industry Survey (based on 2006 results) of 8,500 total stores (pro forma for Rent-A-Center consolidation plan store closures)
2) Company data as of June 30, 2009
3) Company earnings press release dated July 21, 2009
4) Company website estimates as of July 23, 2009

Rent-to-Own is an Appealing Transaction...



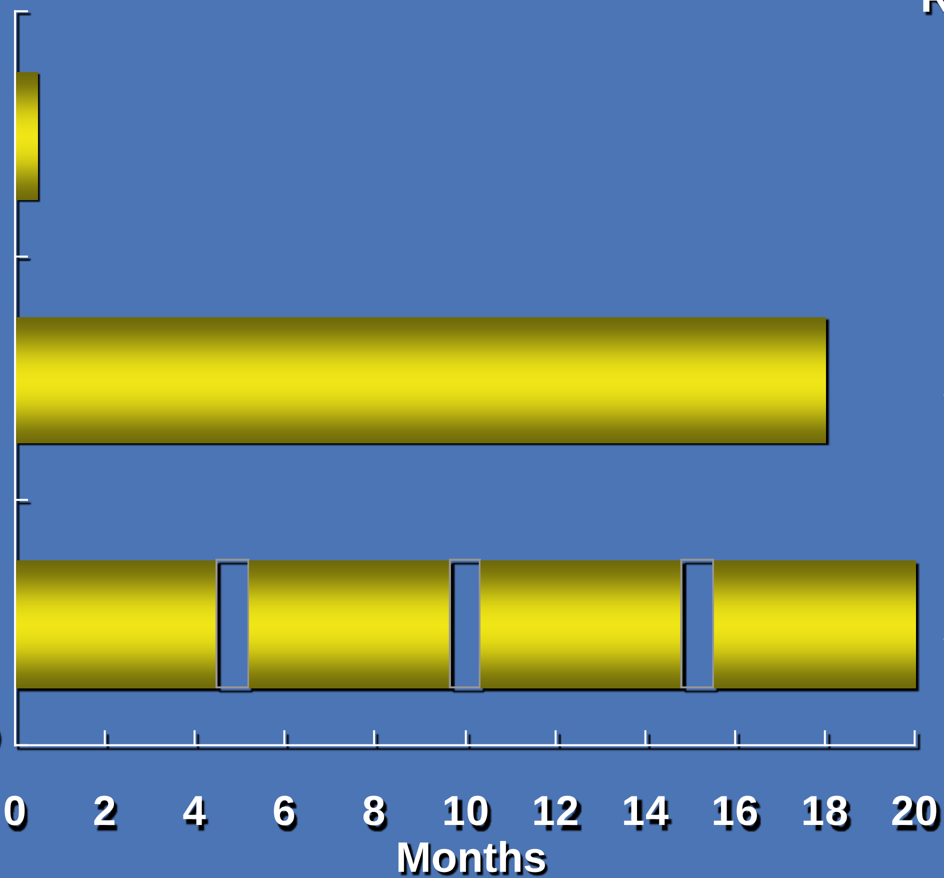
...Serving the "Underbanked Working Family"...

- 75% of customers in the rent-to-own industry have household incomes between $15,000 and $50,000 (1)
- Approximately 42.5 million households with household incomes between $15,000 and $50,000 (2)
- Industry is serving only 3.0 million of these households (3)

1) America's Research Group, August 2004
2) U.S. Census Bureau – 2007 CPS Survey
3) APRO 2007 Industry Survey (based on 2006 results)

...With Attractive Economics

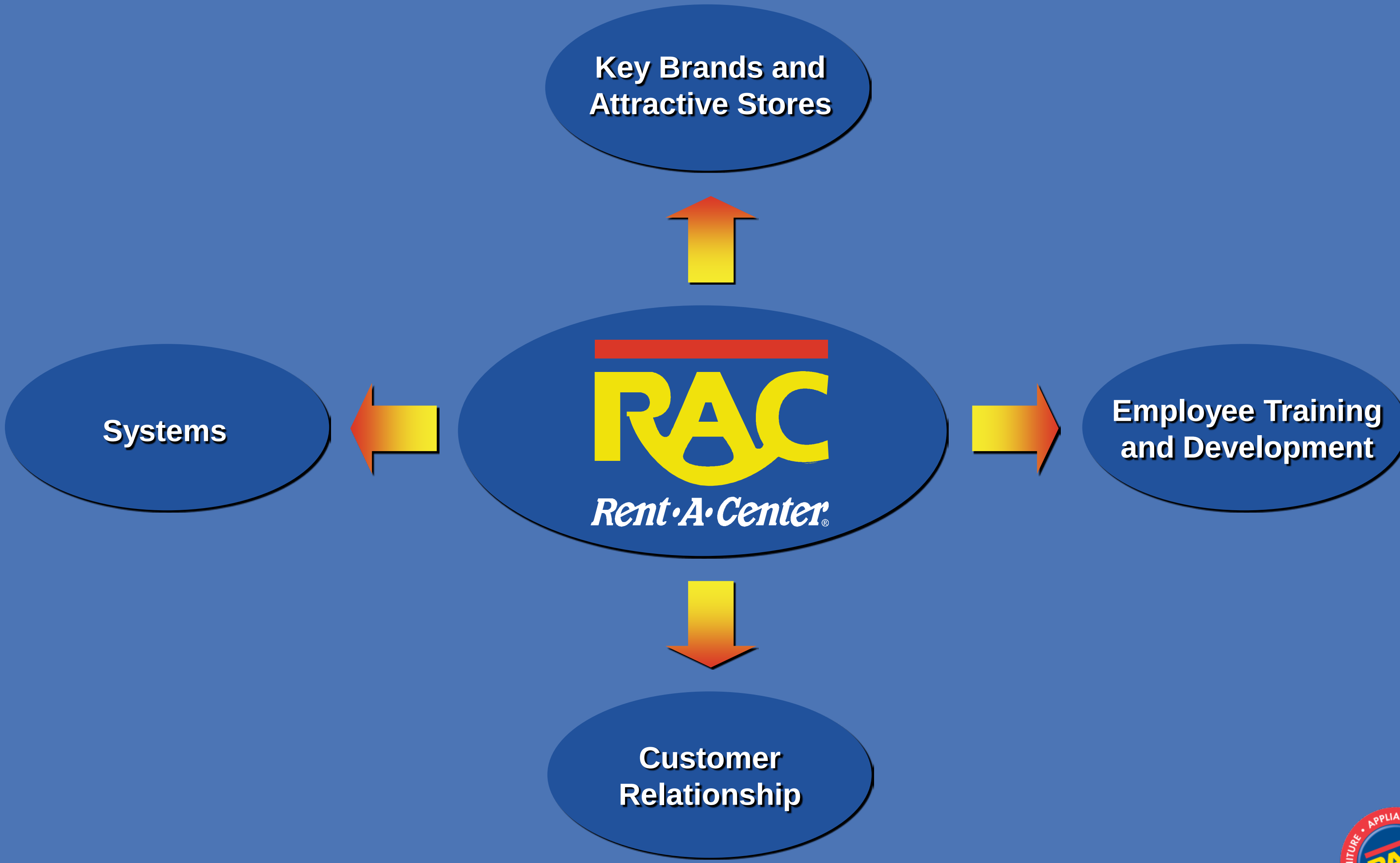
Monthly Revenue Stream



	Total Rental Revenues	COGS	Gross Margin
Buy Upfront	$ 850	$ 425	50.0%
Rent-To-Own	$ 1,700	$ 425	75.0%
Rent-To-Own (Average Contract Life)	$ 1,890	$ 425	77.5%

* The rental purchase transaction is a flexible alternative for consumers with features that include no long-term obligation and the right to terminate the transaction without penalty. For 75% of our initial rental purchase agreements, the customer returns the merchandise before acquiring ownership and the average term of the agreement is 4 to 5 months.

Proven Business Model



Easily Accessible, Highly Visible Sites

Leased Sites Only

No Warehouses – Vendors Ship Directly to the Stores

High Quality, Brand-Name Merchandise

Electronics
36% of Rental Revenue

SONY
LG Life's Good
TOSHIBA
JVC
PHILIPS

Furniture
31% of Rental Revenue

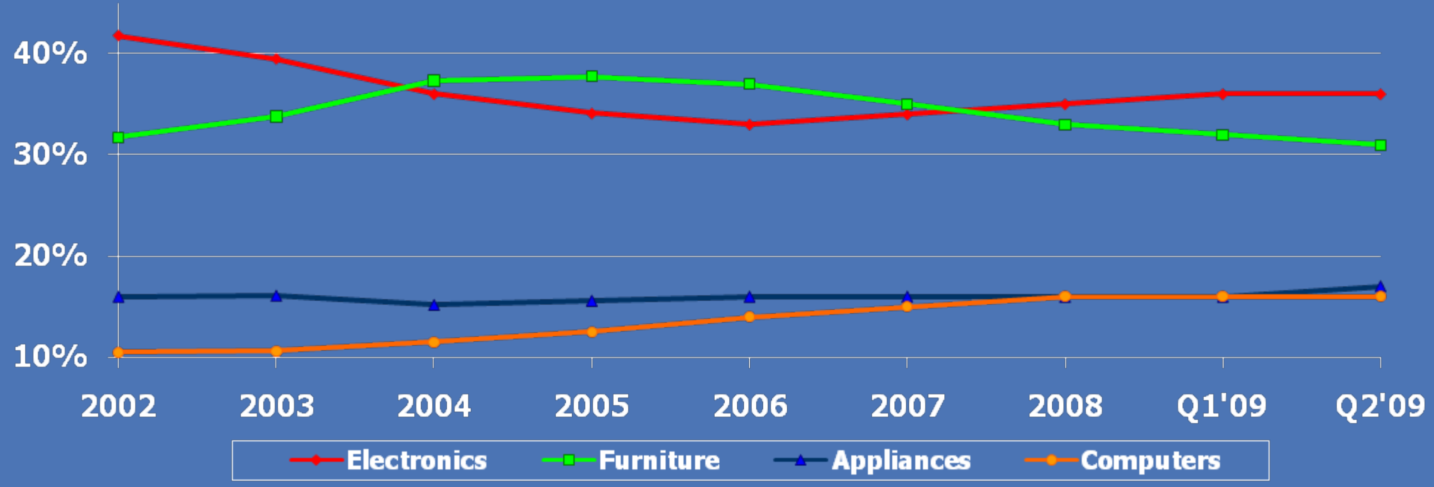
ASHLEY FURNITURE INDUSTRIES, INC.
STANDARD furniture
Serta
klaussner home furnishings

Appliances
17% of Rental Revenue

Whirlpool Home Appliances

Computers
16% of Rental Revenue

hp
COMPAQ
SONY
DELL
TOSHIBA



Represents a rolling 12 months of actual data

FURNITURE • APPLIANCES • ELECTRONICS • COMPUTERS
RAC Rent-A-Center

Experienced Management Team

- Senior management team is the most experienced in RTO industry
  - CEO Mark Speese has over 30 years of RTO experience
  - President Mitch Fadel has over 25 years of RTO experience
  - Senior executives average over 15 years of RTO experience
- Attracting the best personnel with industry-leading salary and incentive plans

Strategic Objectives

- Enhance store level operations, revenue and profitability
  - Attract customers with targeted advertising campaigns
    - Customers whose credit has been reduced or eliminated (Credit Free Life)
    - Customers with budget constraints (Super Value)
  - Focus on our customer’s in-store experience
  - Improve operational efficiencies
  - Maintain expense control
- Growth opportunity adding financial services within our existing store locations
- Seek additional distribution channels for our products and services
  - Through agreements with other retailers
  - Expansion of retail installment sales
  - International rent-to-own
- Focus on de-levering our balance sheet and evaluating opportunities for repurchases of our common stock

Rent-to-own - Store Economics

- Start-up investment of approximately $500,000 (3/4 for inventory)
- Begin turning a monthly profit in approximately nine months
- Cumulative break even profit in approximately two years
- Internal Rate of Return of approximately 40%[1]

($ in 000's)	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	$430	$760	$860	$890	$910
EBITDA [1]	($100)	$125	$180	$195	$200
EBITDA Margin [1]	(23%)	16%	21%	22%	22%

(1) Before market and corporate allocation and income tax expense, terminal value of 6.0 x EBITDA in Year 5

Financial Services – Business Rationale

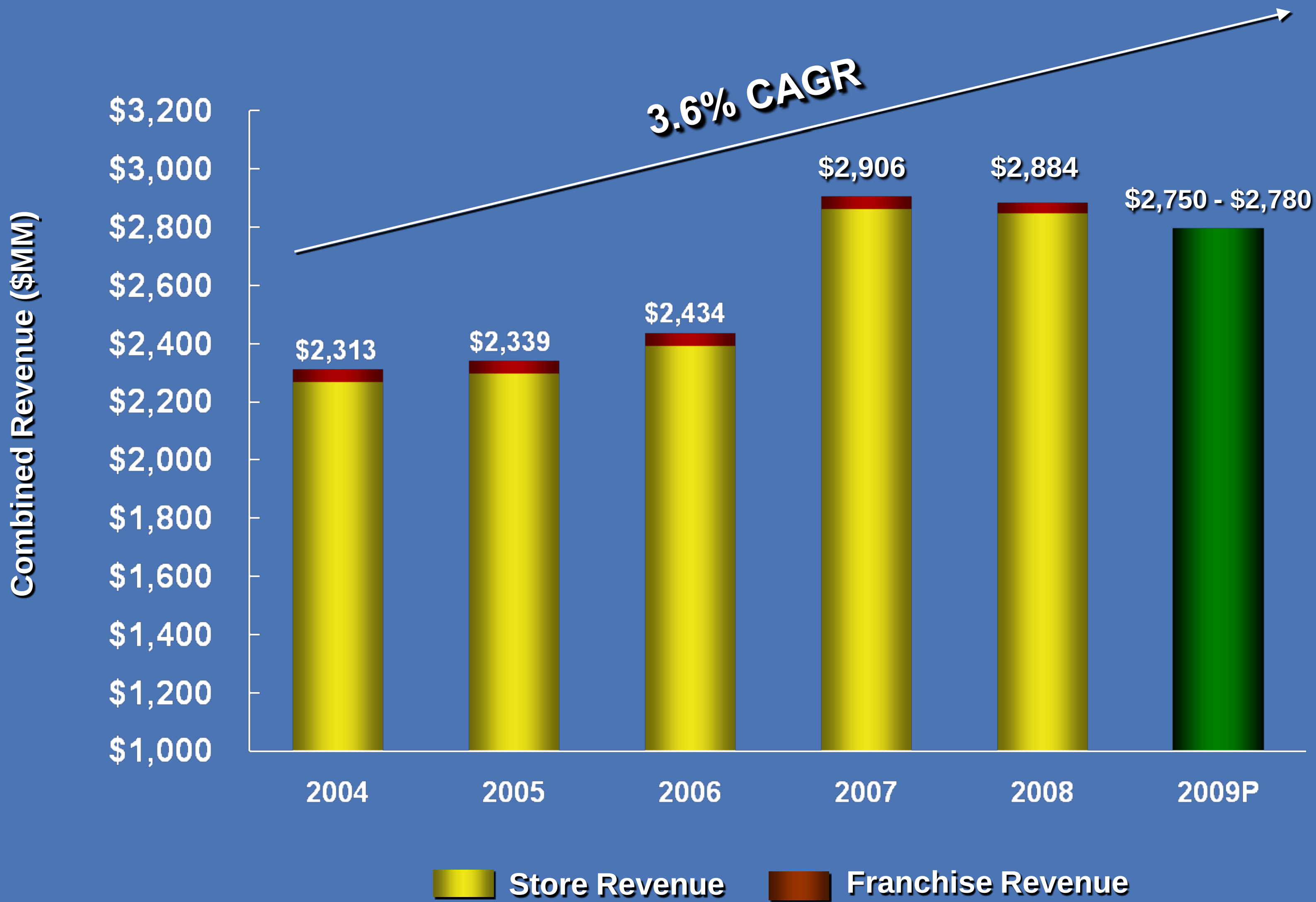
- Financial Services Industry
  - Industry revenue of $7 billion
  - Fragmented – similar to rent-to-own 25 years ago
  - Customer within RAC's national footprint
  - Attractive economics
- RAC's Strengths
  - Developing ongoing and lasting relationships with customers
  - Leveraging our real estate
  - Operating cash flow to support growth
  - Legislative expertise

Financial Services – Operations

- Product offerings – primarily include deferred deposit and unsecured loans, check cashing, money transfers and money orders, debit cards and tax preparation
- Focusing on states that have enabling legislation
- Status of current operations
  - Growing the overall loan portfolio, improving collections and are near break even
  - Work streams are completed and performing as designed providing a scalable platform
  - Taking a little more time to improve results and develop our management team
  - If we continue the trend in improvements, will start planning a new growth strategy

Financial Overview

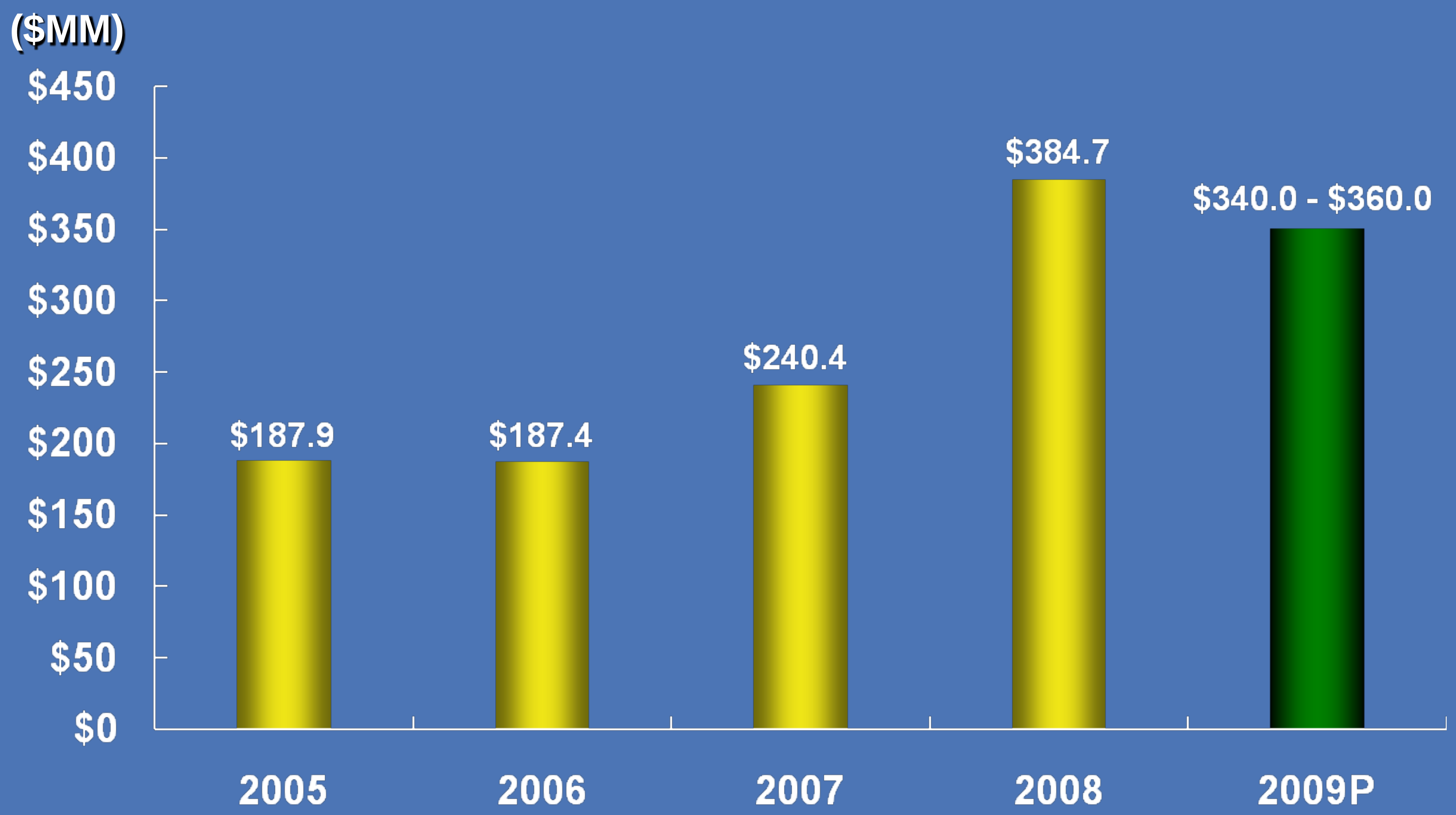
Sales Growth



EBITDA and EBITDA Margin

(1) Excludes non-recurring charges and credits

Operating Cash Flow



Schedule of Free Cash Flow
2009 Estimate ($MM)

EBITDA	$345 - $365
Net Cash Interest	($25)
CapEx	($60)
Working Capital	$80
Taxes	($60)
Free Cash Flow	$280 - $300

OPERATING CASH FLOW	$340- $360
CapEx	($60)
Free Cash Flow	$280 - $300

Note: Potential uses of Free Cash Flow include acquisitions, reduction in outstanding indebtedness or common stock repurchases.

Current Capital Structure

	Jun 30, 2009	% of Book Capital	Jun 30, 2008	% of Book Capital
Cash	$ 95.6		$ 75.1	
Senior Credit Facilities	700.8	36.0%	788.0	37.9%
Sub Notes (1)	75.4	3.9%	270.4	13.0%
Total Debt	776.2	39.9%	1,058.4	50.9%
Shareholder's Equity	1,171.0	60.1%	1,021.4	49.1%
Total Capitalization	$1,947.2	100.0%	$ 2,079.8	100.0%
Net Debt/Total Capitalization		35.0%		47.3%

(1) Balance of Sub Notes redeemed 7/28/09

Consolidated Leverage Ratio 2.02x (Q2'09)
Consolidated Interest Coverage Ratio 8.12x (Q2'09)

Guidance (per July 27, 2009 press release)

QUARTERLY	Q3'09P	Q3'08A
Total Revenue	*$666.0 - $681.0 MM*	*$708.8 MM*
Adj. Diluted EPS	*$0.46 - $0.52*	*$0.44* (1)
ANNUAL	**2009P**	**2008A**
Total Revenue	*$2.75-2.78 BN*	*$2.88 BN*
Adj. Diluted EPS	*$2.32 - $2.42* (2)	*$2.04* (3)(4)(5)

1) Excludes the effects of a $0.2 million pre-tax restructuring expense (no impact on the diluted earnings per share for the three month period ended September 30, 2008) in the third quarter of 2008 related to the December 3, 2007 announced restructuring plan.

2) Excludes the effects of a $4.9 million pre-tax litigation credit ($0.04 per diluted earnings per share for the six month period ended June 30, 2009) in the first quarter and second quarter of 2009 related to the *Hilda Perez* matter.

3) Excludes the effects of a $4.5 million pre-tax restructuring expense ($0.04 per diluted earnings per share for the 12 month period ended December 31, 2008) in the first, second, third and fourth quarter of 2008 related to the December 3, 2007 announced restructuring plan.

4) Excludes the effects of a $4.6 million pre-tax litigation credit ($0.04 per diluted earnings per share for the twelve month period ended December 31, 2008) in the fourth quarter of 2008 related to the *Hilda Perez* and *Shafer/Johnson* matters.

5) Excludes the effects of a $4.3 million pre-tax gain ($0.04 per diluted earnings per share for the twelve month period ended December 31, 2008) in the fourth quarter of 2008 related to the extinguishment of debt.

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