July 2013

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. The Company believes that the expectations reflected in such forward-looking statements are accurate. However, there can be no assurance that such expectations will occur. The Company's actual future performance 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 compliance 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; the general strength of the economy and other economic conditions affecting consumer preferences and spending; adverse changes in the economic conditions of the industries, countries or markets that the Company serves; 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; information technology and data security costs; the Company's ability to maintain an effective system of internal controls; 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, 2012 and its quarterly reports on Form 10-Q for the quarters ended March 31, 2013 and June 30, 2013. 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.

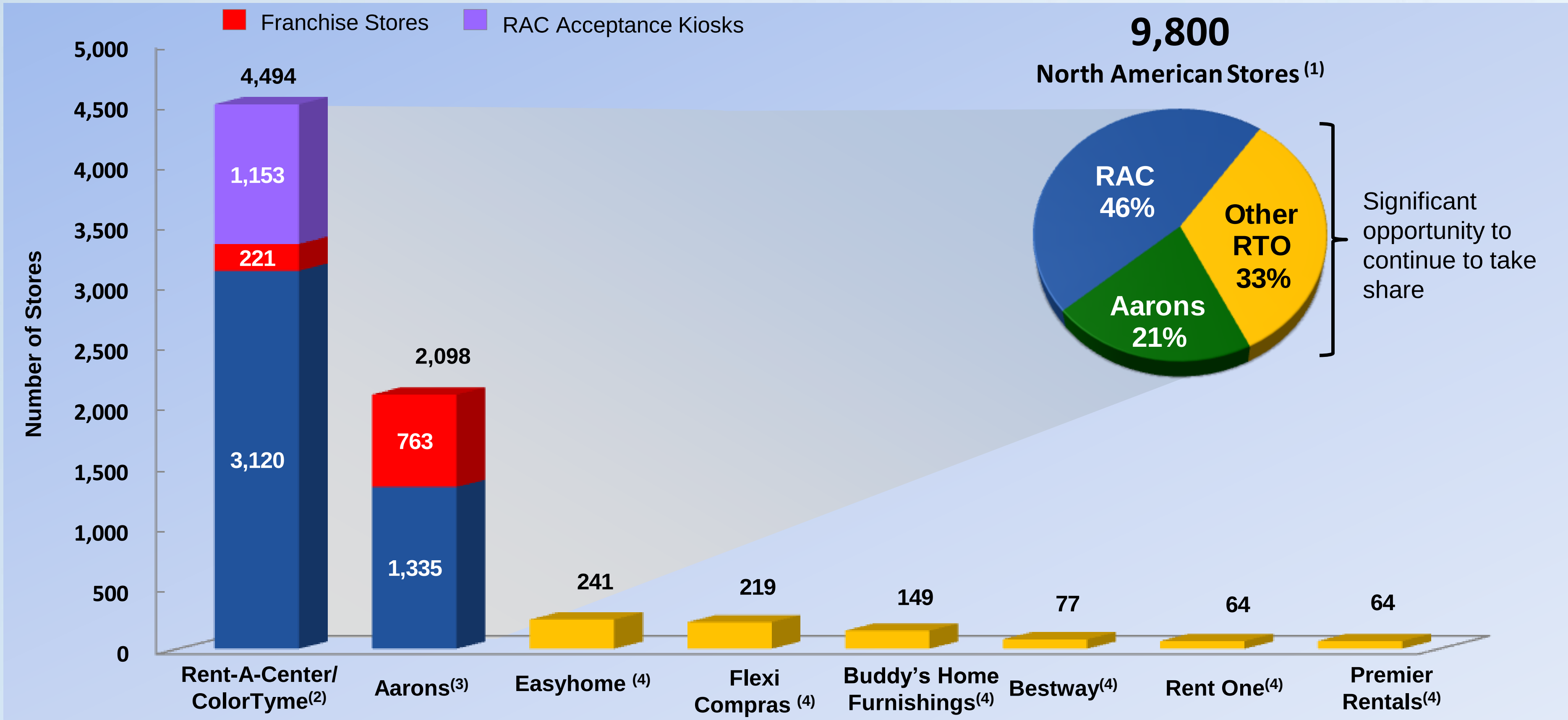
Rent-A-Center today

Rent-A-Center today is…

- The market leader in a growing industry with compelling fundamentals
- 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 deep rent-to-own experience
- Executing on a set of growth initiatives in key domestic and international markets

Market leader in an attractive industry

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



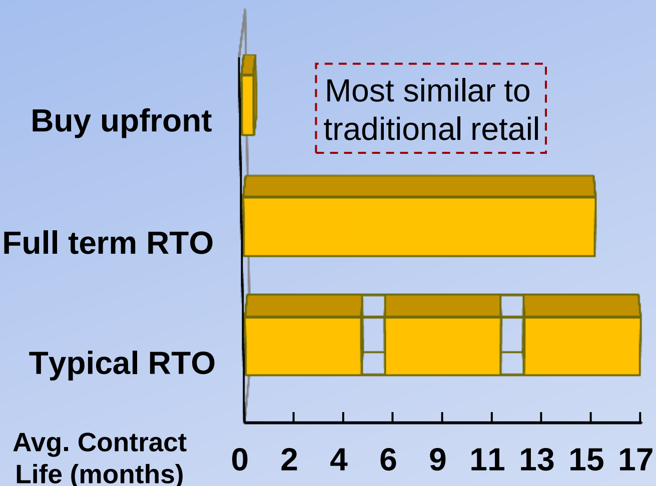
…giving us the scale to address an ever-expanding sub prime core customer base which makes up 35% of the population (5)

Notes:
(1) APRO (Association of Progressive Rental Organizations) as of December 31, 2012
(2) Company data as of June 30, 2013
(3) Company press release as of July 24, 2013
(4) AGG data as of June 30, 2013
(5) FICO, October 2012; subprime defined as FICO score < 649

Superior transaction economics relative to traditional retail

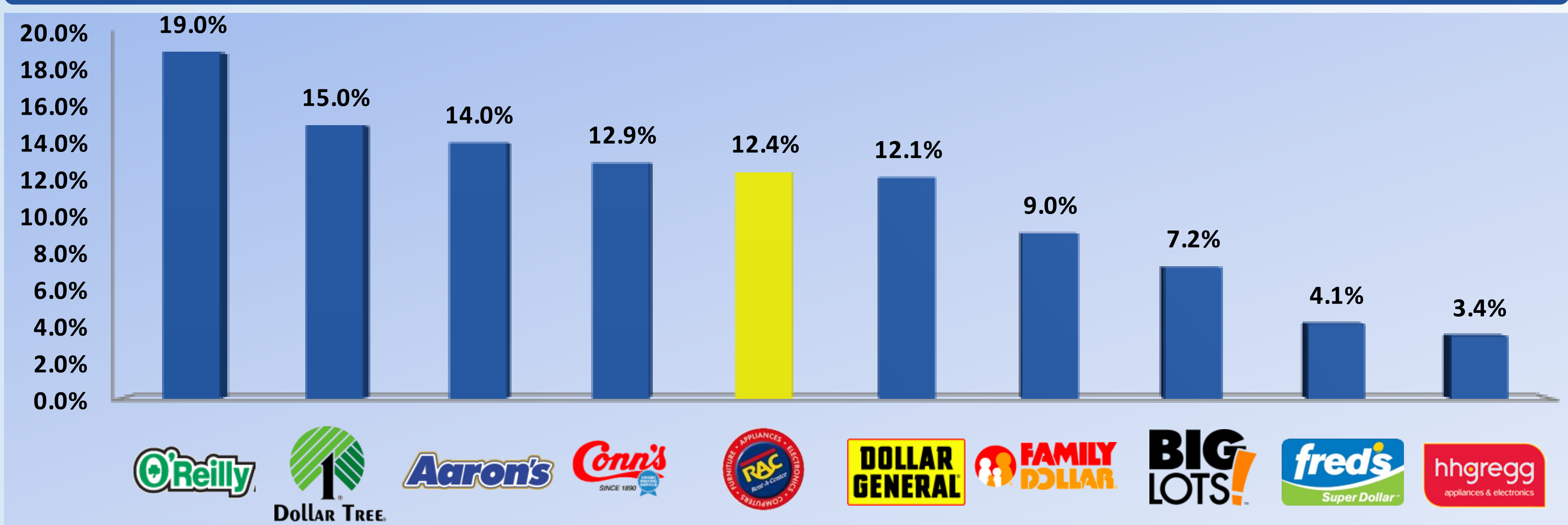
Summary Unit Revenue and Margin profile (Core U.S. segment)

Monthly Revenue Stream	Rental Revenues	COGS	Gross Margin
Buy upfront	$800	$400	50.0%
Full term RTO	$1,600	$400	75.0%
Typical RTO	$1,778	$400	77.5%



The rental purchase transaction is a flexible alternative for consumers

EBITDA Margin profile benchmarking



Note: Source: Capital IQ; as calculated and defined; Latest available 12 month data

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 ever.
- Customer Awareness remains high.
- Perceptions of RAC's core value proposition ratings have continued to improve among Potentials.

Customer loyalty

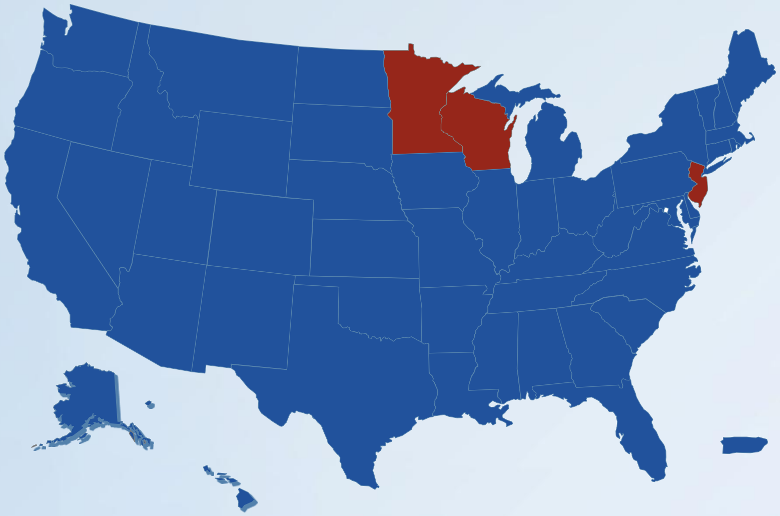
- Approximately 80% of customers surveyed would recommend Rent-A-Center to a best friend or family member
- Approximately 75% of our business is from repeat customers (1)

Note: Based on internal operational metrics
(1) Core U.S. segment

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

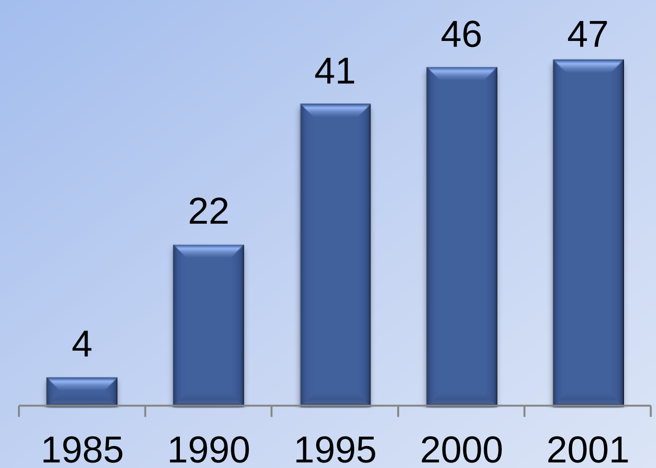
Legislative framework by state

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 113th 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

Seasoned management team with deep rent-to-own expertise

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** ■ 20+ 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

Key Investment Highlights

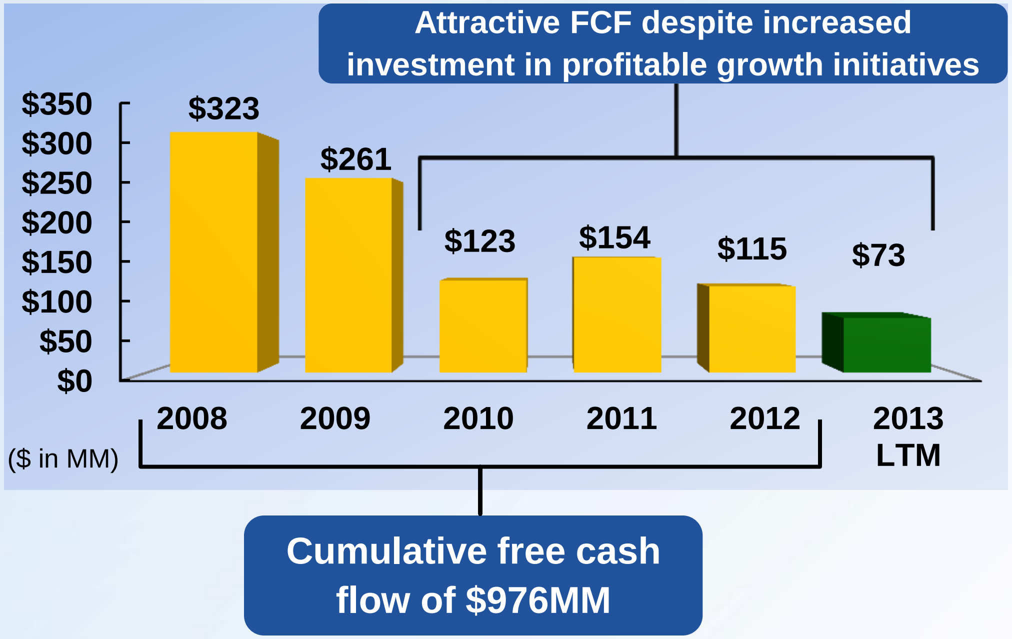
Rent-A-Center is uniquely positioned to deliver value

- 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



Note: Cash Flow from Operations less CAPEX. Variability due in part to impact of various federal stimulus acts on cash taxes

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

RAC Acceptance

- Increase domestic market share via partnerships with traditional retailers

Rent-A-Center International

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

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 <u>inventory is not purchased until the sale is made</u>
- Grow customer base and increase market penetration

RAC Acceptance customer vs. RTO [1]

Credit scores:	< 520	521–580	> 581
RTO	50%	27%	23%
RAC ACCEPTANCE	41%	29%	30%

(1) Random sample of 1,000 RTO & 1,000 RACA customer's credit scores provided by TransUnion

Furniture

Full potential TBD

- Approx. 200+ partners
- 850+ kiosks

Electronics

Full potential TBD

- Approx. 10+ partners
- 200+ kiosks

Appliances

Full potential TBD

- Approx. 10+ partners
- Less than 100 kiosks

Mexico is 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 20 stores in Q2’13, ending with 130 stores, expect 150 locations by the end of 2013

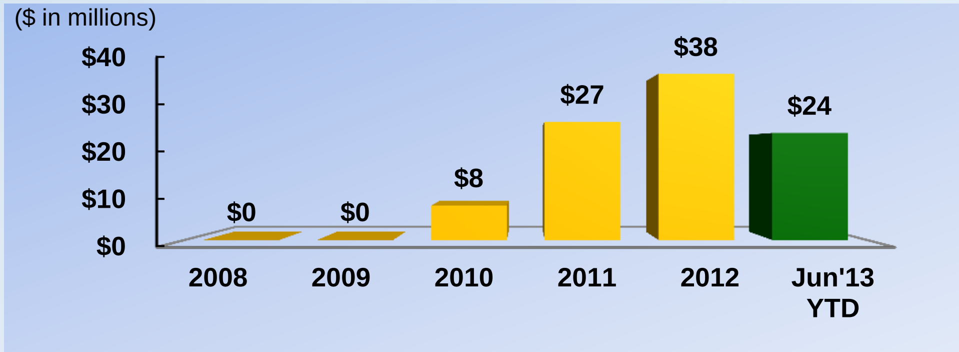
Highlights

- First region was profitable after allocations in December 2012
- Mexico stores are operating in-line with new store economics
- Mexico new store economics show a very sound 30% internal rate of return
- $1 billion revenue opportunity

We are assessing markets across the world for additional international growth

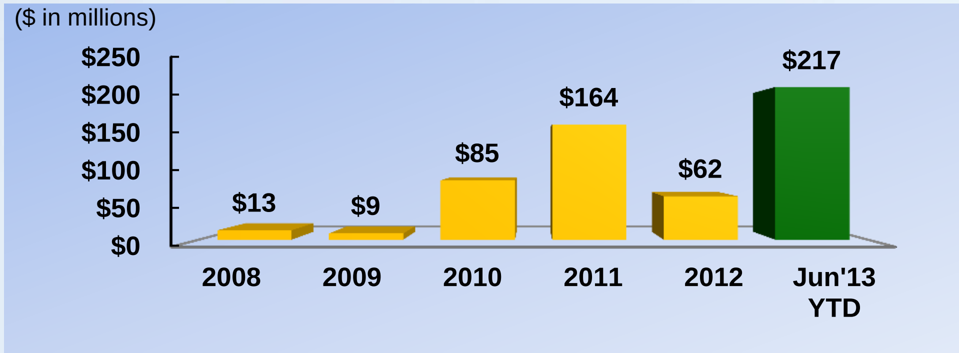
Rent-A-Center has a proven track record of returning cash to shareholders while deleveraging

Dividends paid



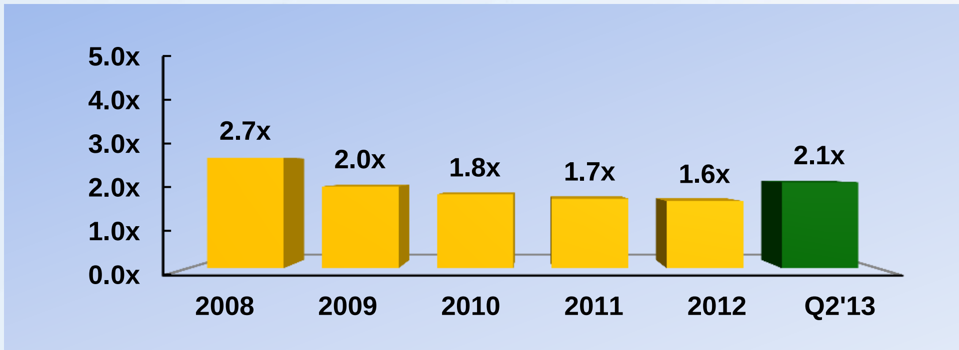
2.2% Current dividend yield (1)

Share repurchases



$550MM / 18MM shares repurchased since 2008

Leverage (2)



$386MM debt repaid since 2008

Note: Market data as of 06/30/2013
(1) $0.84 annualized dividend / Q2'13 ending Stock Price of $37.55
(2) Leverage represents Debt/LTM EBITDA

Financial review

2012 Rent-A-Center posted strong operating results

2012 Financial Metrics

($ in millions, except for EPS)	2012	2011
Total Revenue	$3,083	$2,882
YoY Growth %	*7.0%*	*5.5%*
Same Store Sales	1.4%	0.8%
Total Gross Profit	$2,134	$2,053
Gross Profit Margin	*69.2%*	*71.2%*
Operating Profit	$318	$317
Operating Profit Margin	*10.3%*	*11.0%*
Diluted EPS	$3.09	$2.91
Adjusted EBITDA	$398	$387
EBITDA Margin	*12.9%*	*13.4%*
Capex	$102	$133

(1) See slide 27 for a reconciliation of Adjusted EBITDA to Earnings before Income Taxes

2012 Key Highlights

- Record total revenues for the year increased ~ $200MM, or 7.0%
  - Revenue increase primarily driven by growth in the RAC Acceptance segment as well as growth in the Core U.S. and International segments
- Same store sales increase primarily attributable to the RAC Acceptance segment
- Although gross profit margins declined 200 bps, gross profit dollars increased $81MM, or 3.9%
  - Margins declined due to changes in promotional sales strategies in the Core U.S. segment and the lower margins as a % of total revenue in the RAC Acceptance segment.
- Operating profit increased approximately 1.0MM, or 0.3% due to RAC Acceptance growth, partially offset by the Core U.S. and International segments
- Record Diluted EPS increased 6.2% and included $0.33 in dilution from our international growth initiatives
- Opened an additional 325 RAC Acceptance kiosks in the U.S. and 39 RTO stores in Mexico

2013 Rent-A-Center operating results

2013 Financial Metrics

($ in millions, except for EPS)	Q2 2013	Q2 2012
Total Revenue	$761	$750
YoY Growth %	*1.4%*	*7.4%*
Same Store Sales	(1.6%)	2.8%
Total Gross Profit	$531	$527
Gross Profit Margin	*69.8%*	*70.3%*
Operating Profit	$77	$79
Operating Profit Margin	*10.2%*	*10.5%*
Diluted EPS	$0.76	$0.74
Adjusted EBITDA	$97	$99
EBITDA Margin	*12.8%*	*13.2%*
Capex	$25	$21

(1) See slide 27 for a reconciliation of Adjusted EBITDA to Earnings before Income Taxes

2013 Key Results

- Total revenues for the year increased $11MM, or 1.4%
  - Revenue increase primarily driven by both the RAC Acceptance and International segments, partially offset by a decrease in the Core U.S. segment.
- Same store sales decrease primarily attributable to the Core U.S. segment, partially offset by increases in both the RAC Acceptance and International segments
- Although gross profit margins decreased 50 bps, gross profit dollars increased $4MM, or 0.8%
  - Primarily due to increased revenue in the RAC Acceptance segment
- Operating profit decreased approximately $2MM, or 2.5% due to the decline in Core U.S. segment, partially offset by increases in both the RAC Acceptance and International segments
- Diluted EPS increased 2.7%
- Opened an additional 110 RAC Acceptance kiosks in the U.S. and 20 RTO stores in Mexico

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

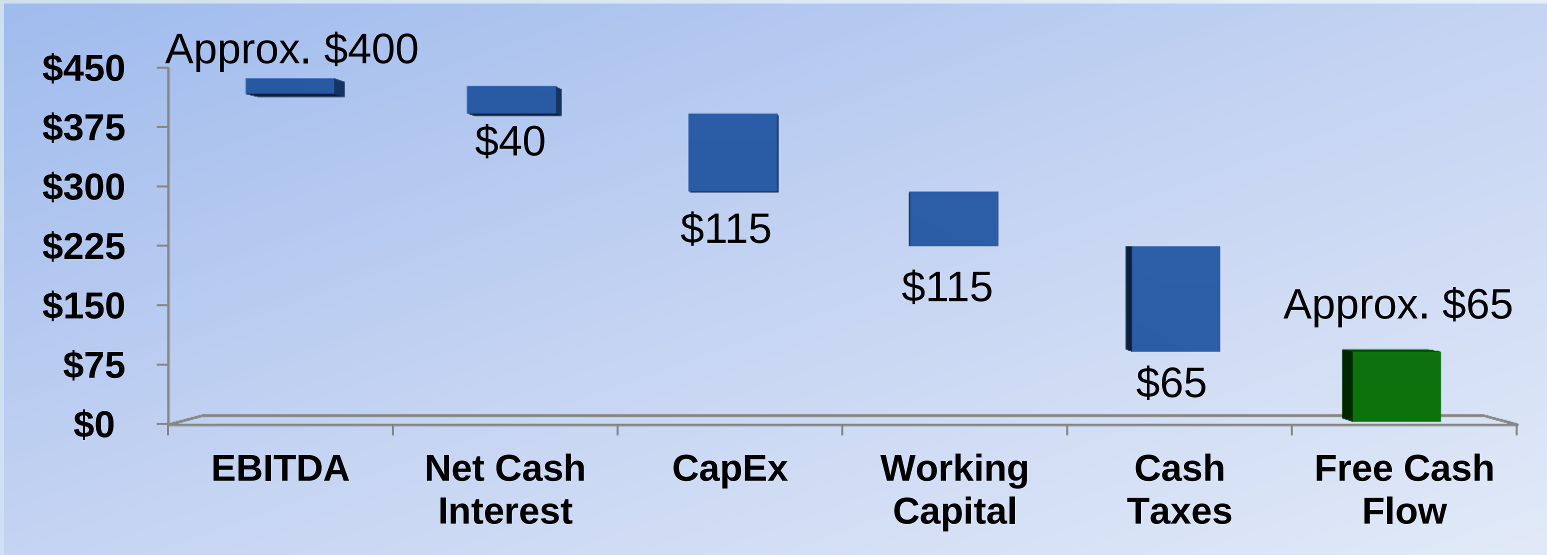
Q2 2013 Balance Sheet

($ in millions)	Q2 2013	% of Book Capital	Q2 2012	% of Book Capital
Cash	$78.5		$101.1	
Senior Credit Facilities	323.8	14.7%	367.8	17.5%
Senior Unsecured Notes	550.0	25.0%	300.0	14.3%
Total Debt	873.8	39.7%	667.8	31.8%
Shareholder's Equity	1,326.3	60.3%	1,433.5	68.2%
Total Capitalization	$2,200.1	100.0%	$2,101.3	100.0%
Net Debt/Total Capitalization		36.1%		27.0%

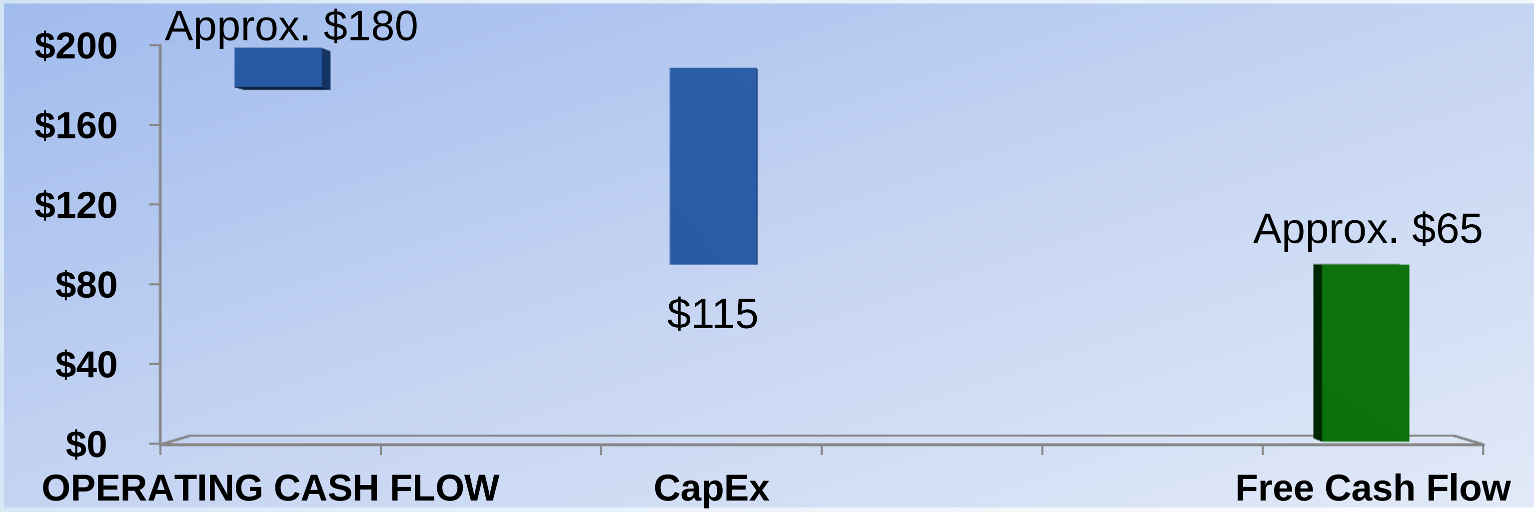
Q2’13 Consolidated Leverage Ratio 2.10x (per bank covenant, maximum leverage of 3.25x)

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

Reconciliation of EBITDA to Free Cash Flow 2013 Estimate ($MM)



Reconciliation of Operating Cash to Free Cash Flow 2013 Estimate ($MM)

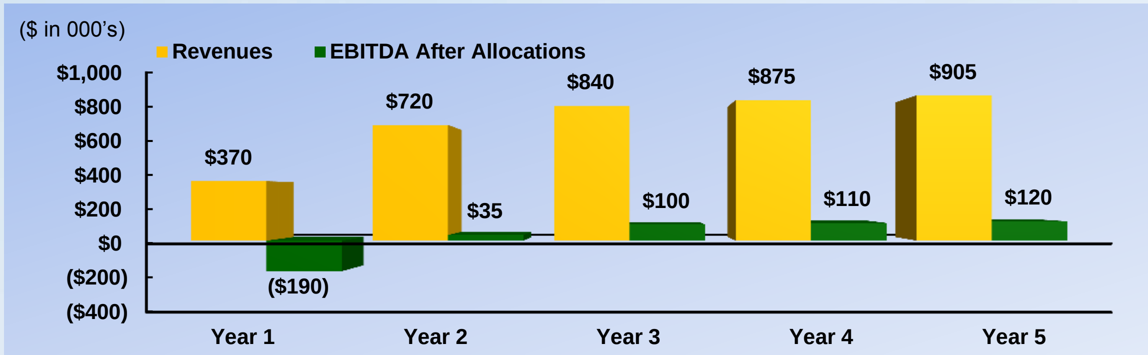


New initiatives will drive meaningful growth

Illustrative new store economics summary

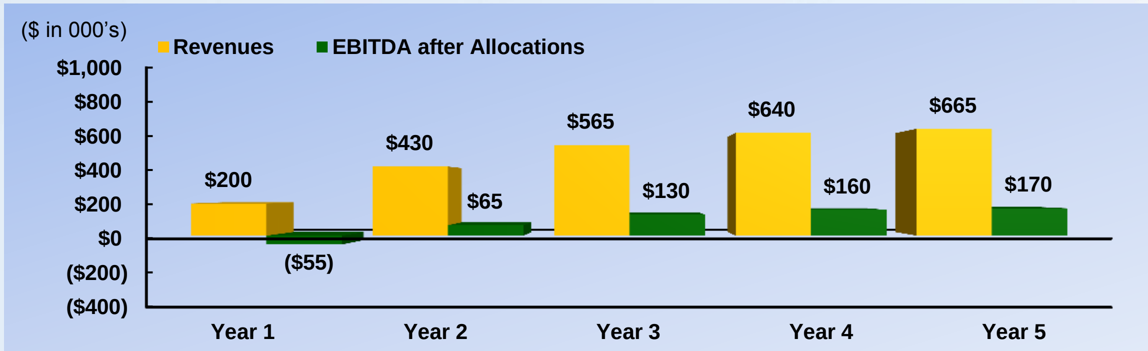
RTO CORE

- New Store Economics (Before Allocations)
  - Year 1 Investment of $675K (55% for inventory)
  - Profitable within ~12 months
  - Break even within year 3
  - IRR of ~40% (~20% after allocations)



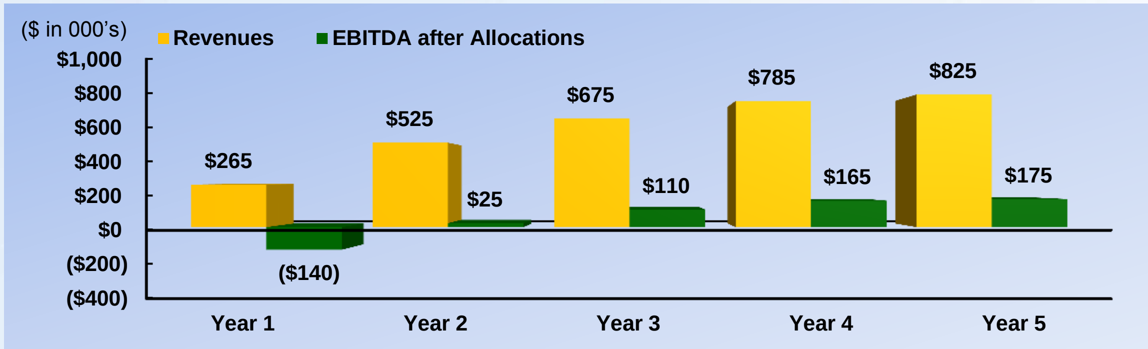
RACA

- New Store Economics (Before Allocations)
  - Year 1 Investment of $345K (85% for inventory)
  - Profitable within ~6 months
  - Break even within year 2
  - IRR of ~75% (~45% after allocations)



MEXICO

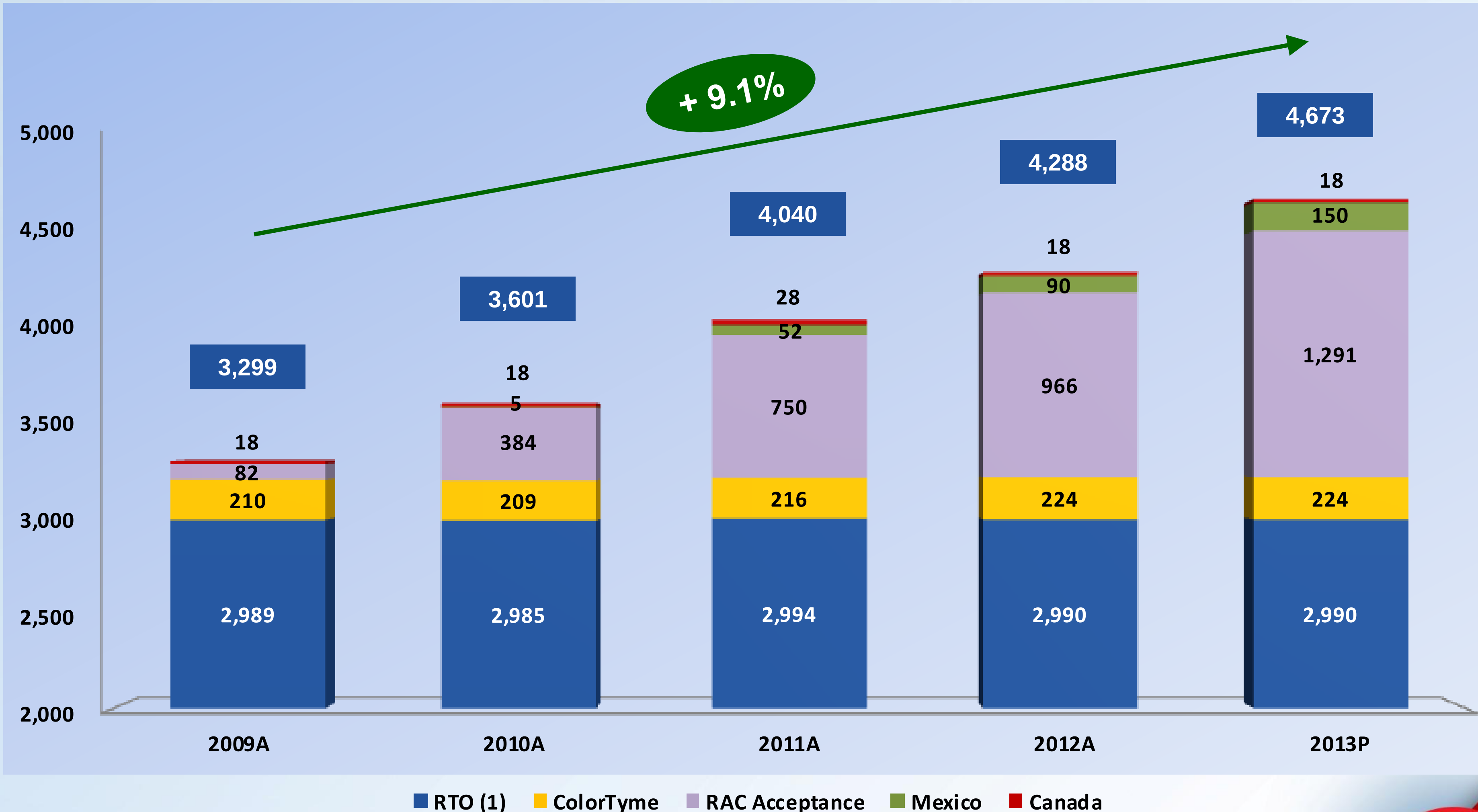
- New Store Economics (Before Allocations
  - Year 1 Investment of $575K (45% for inventory)
  - Profitable within ~12 months
  - Break even within year 3
  - IRR of ~45% (~30% after allocations)



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 2013 forecast includes low single-digit revenue growth

2013 Guidance [1]

($ in millions, except EPS)	2010 Actual	2011 Actual	2012 Actuals	2013 Midpoint
Total Revenue	$2,732	$2,882	$3,083	$3,175
YoY Growth %	*1.3%*	*5.5%*	*7.0%*	***3.0%***
Same Store Sales	*(0.4%)*	*0.8%*	*1.4%*	***0.5%***
Total Gross Profit	$1,996	$2,053	$2,134	$2,187
Gross Profit Margin	*73.1%*	*71.2%*	*69.2%*	*68.9%*
Operating Profit	$323	$317	$318	$320
Operating Profit Margin	*11.8%*	*11.0%*	*10.3%*	*10.1%*
Diluted EPS	$2.81	$2.91	$3.09	$3.09
YoY Growth %	*13.3%*	*3.6%*	*6.2%*	***Flat***
EBITDA[2]	$389	$387	$398	$398
EBITDA Margin	*14.3%*	*13.4%*	*12.9%*	*12.5%*
CapEx	$93	$133	$102	$115

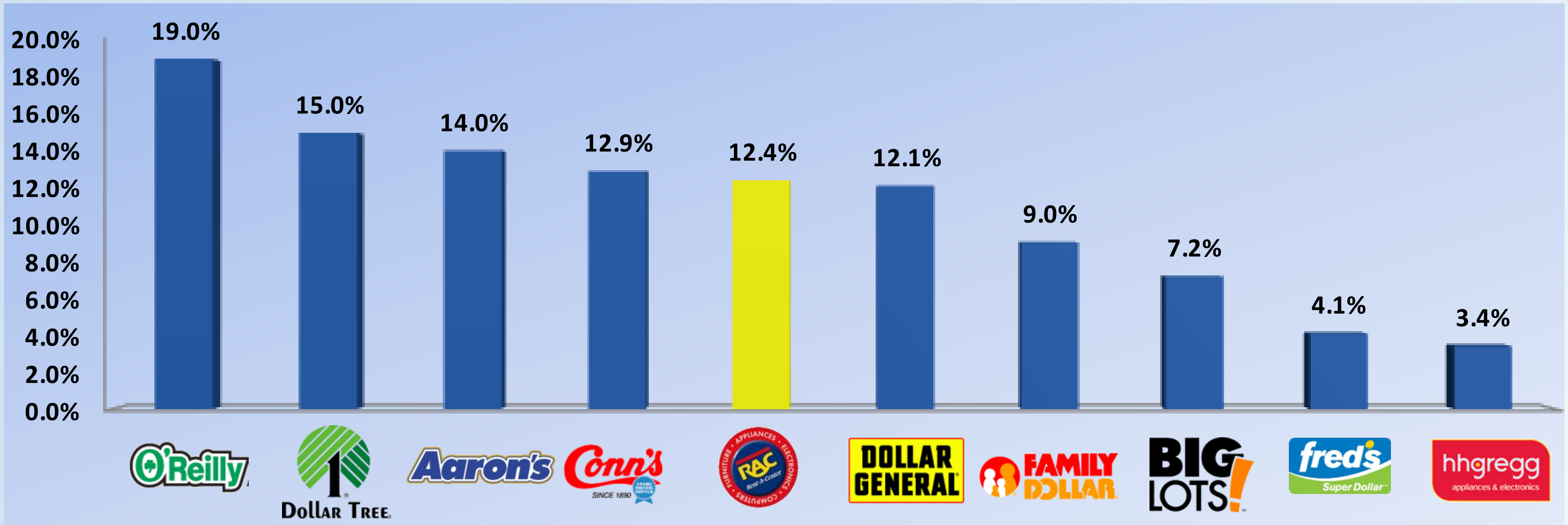
Notes:
1) Per 07/22/2013 press release
2) Reconciliation is available in the appendix at the end of the presentation

Rent-A-Center has a compelling strategic vision

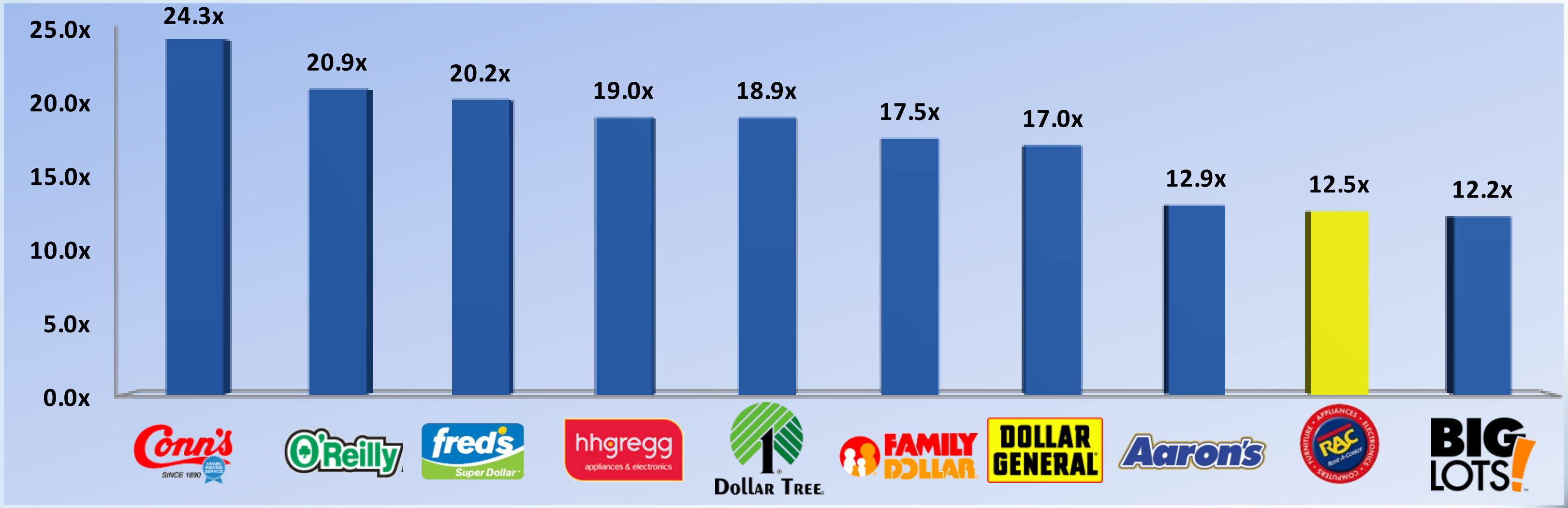
- Leader of an established and growing industry
- Established and advantaged business model that has demonstrated superior profitability and continues to generate strong free cash flow
- Dependable cash flows with a proven track record of returning capital to shareholders
- Outsized, low risk growth 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 07/29/2013

(1) Source: Capital IQ; as calculated and defined; Latest available 12 month data

(2) Forward P/E based on 2013 Estimates

Appendix

Adjusted EBITDA Reconciliation

Reconciliation of Adjusted EBITDA to Earnings Before Income Taxes

($ in millions)	FYE 2010A	FYE 2011A	FYE 2012A	YTD 2013A
GAAP EBIT	**$274.8**	**$256.6**	**$287.2**	**$139.3**
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	31.2	17.4
Plus: Amortization	3.3	4.7	5.9	2.1
Plus: Depreciation	63.4	65.2	73.4	37.2
Adjusted EBITDA	**$389.4**	**$387.1**	**$397.7**	**$196.0**

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