April 2013

Investor Presentation

Safe Harbor Statement

This presentation contains forward-looking statements. These statements may relate to, among other things, expectations regarding revenues, cash flows, capital expenditures and other financial items. Forward-looking statements generally can be identified by the use of forward-looking terminology such as "may," "will," "would," "expect," "intend," "could," "estimate," "should," "anticipate" or "believe," or the negative thereof or variations thereon or similar terminology. The Company believes the expectations reflected in such forward-looking statements are accurate. However, there can be no assurance that these expectations will occur. The Company's actual future performance could differ materially from such statements. Factors that could cause or contribute to these differences, cause the Company to abandon the transactions referred to in this press release, or impact the Company's ability to successfully complete the transactions referred to in this press release include, but are not limited to: uncertainties regarding the ability to open new locations; 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 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 industries; 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 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 reports filed by the Company with the U.S. Securities and Exchange Commission, including but not limited to, its annual report on Form 10-K for the year ended December 31, 2012, and its quarterly report on Form 10-Q for the quarter ended March 31, 2013. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date on which they are made. 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.

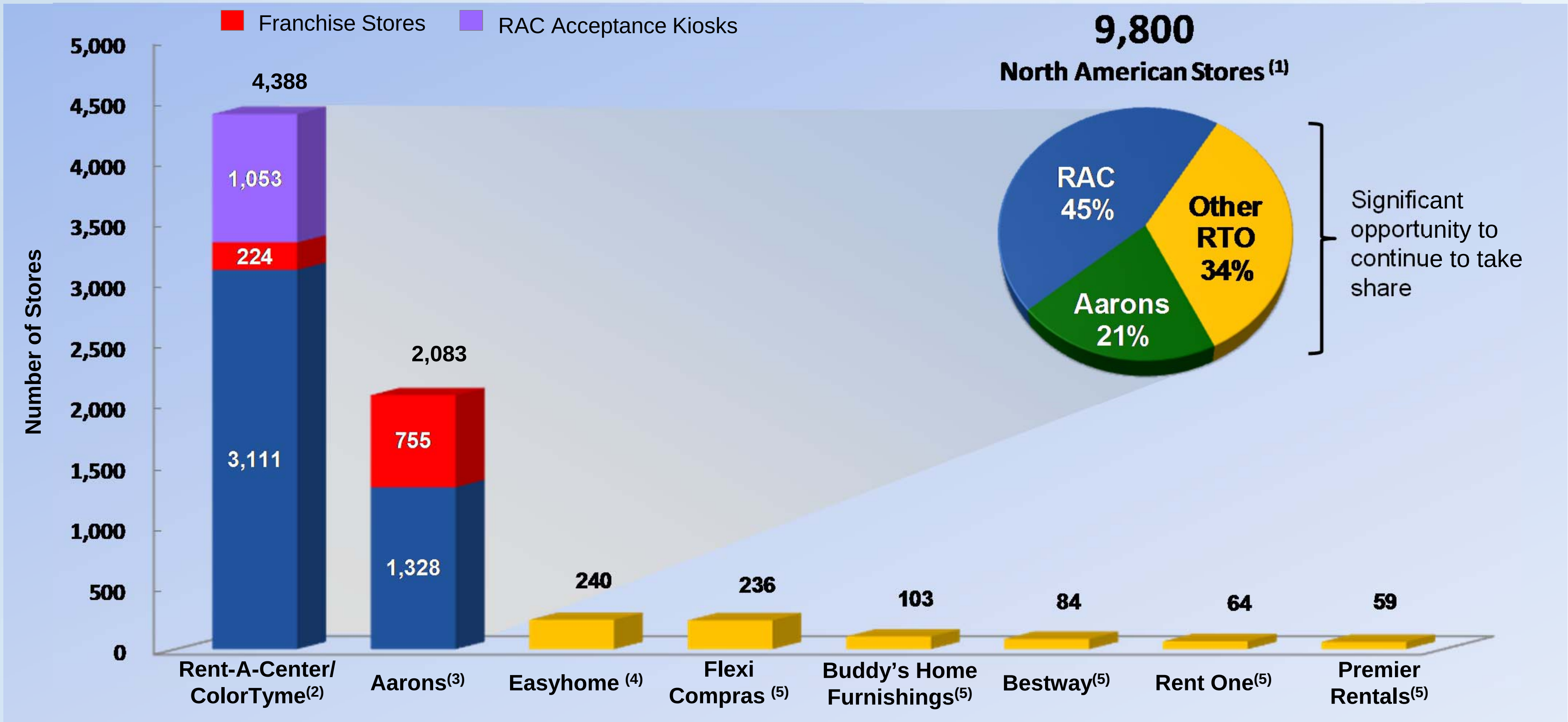
Rent-A-Center today

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…



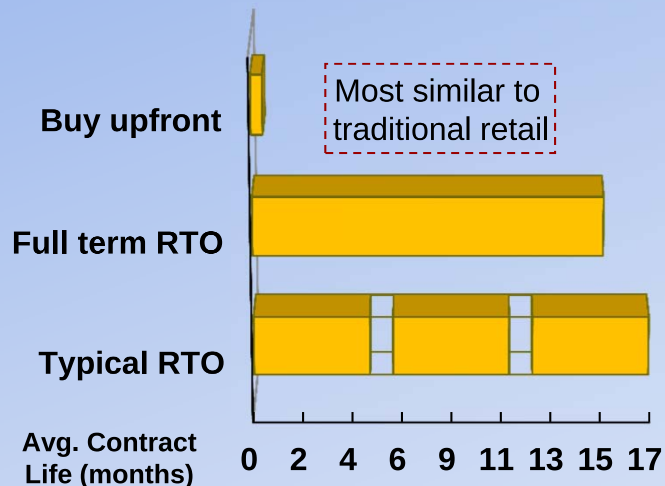
…giving us the scale to address an ever-expanding sub prime core customer base which makes up 35% of the population (6)

Notes:
(1) APRO (Association of Progressive Rental Organizations) as of December 31, 2012
(2) Company data as of March 31, 2013
(3) Company press release as of April 25, 2013
(4) Company press release as of April 23, 2013
(5) Company website estimates as of April 25, 2013
(6) FICO, October 2012; subprime defined as FICO score < 649

Superior transaction economics relative to traditional retail

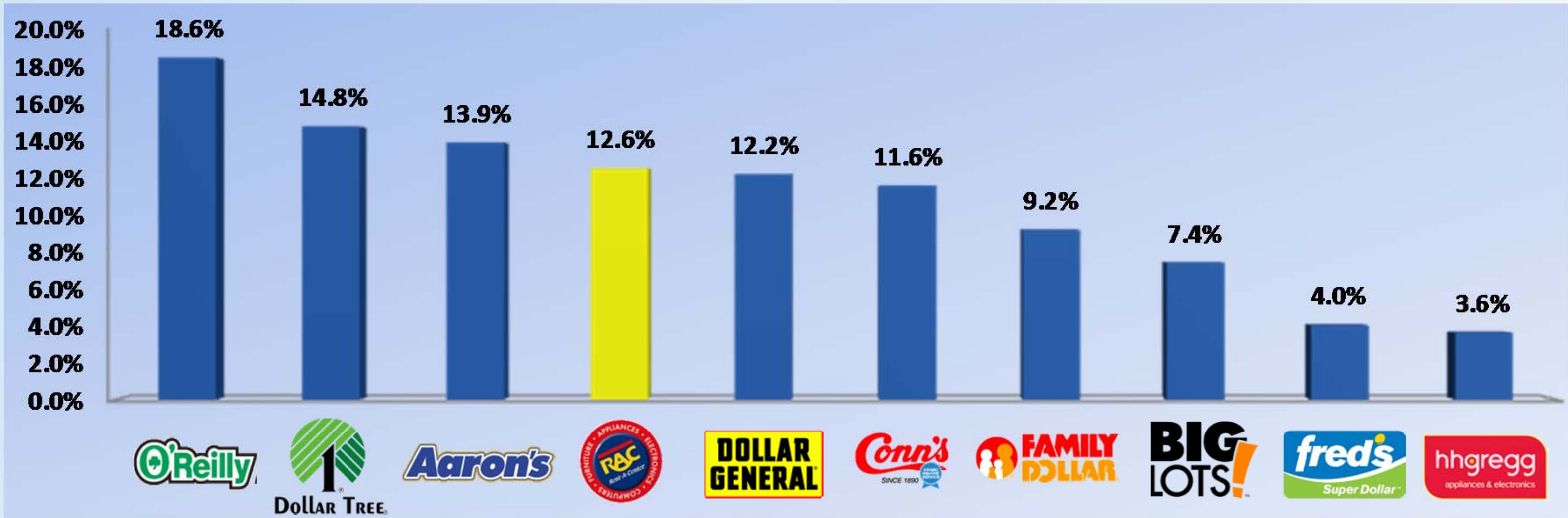
Summary Unit Revenue and Margin profile (Core U.S. segment)

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 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

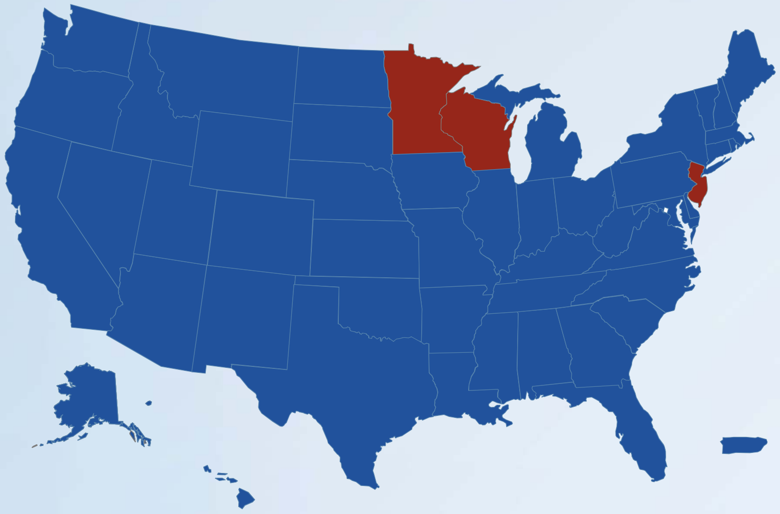
- Greater than 80% of customers surveyed would recommend Rent-A-Center to a best friend or family member
- Approximately 75% of our business is from repeat customers [1]

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

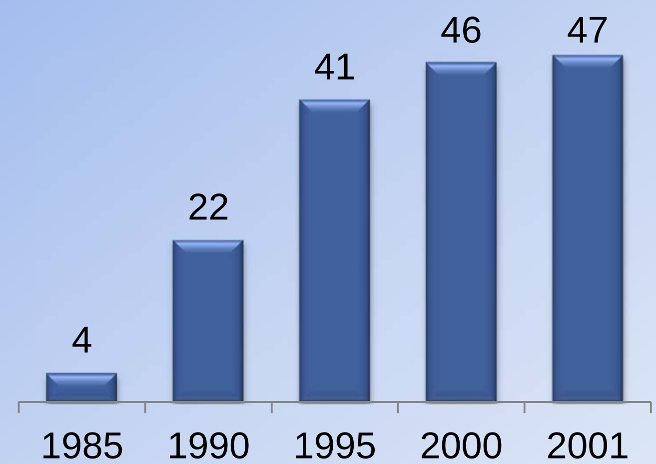
Rent-to-own has become a mainstream alternative to traditional retail

Legislative framework by state

National legislative framework



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

- The Industry expects favorable legislation to be 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

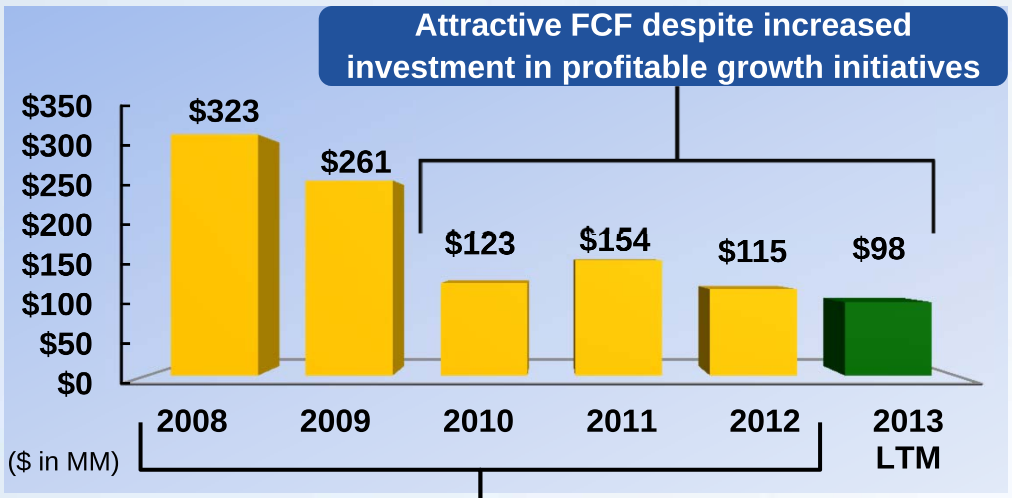
Rent-A-Center is uniquely positioned to deliver value

- 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



Cumulative free cash flow of $976MM

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
- 800+ kiosks

Electronics

Full potential TBD

- Approx. 10+ partners
- 200+ kiosks

Appliances

Full potential TBD

- Less than 10 partners
- Less than 50 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 Q1’13, ending with 110 stores, expect 150 locations by the end of 2013

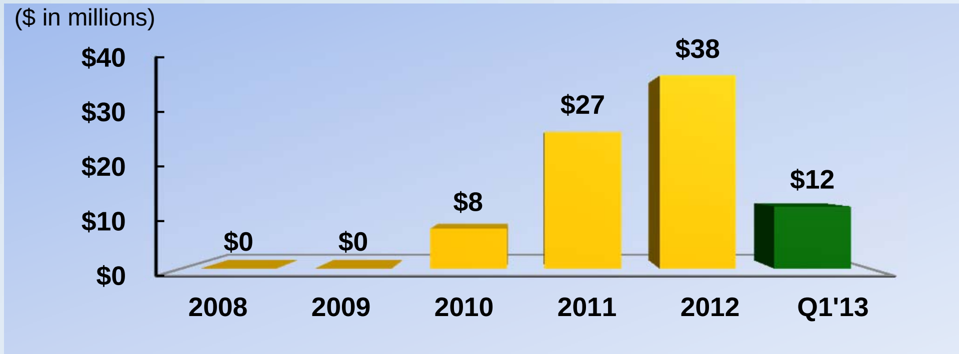
Highlights

- First region was profitable after allocations in December
- 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

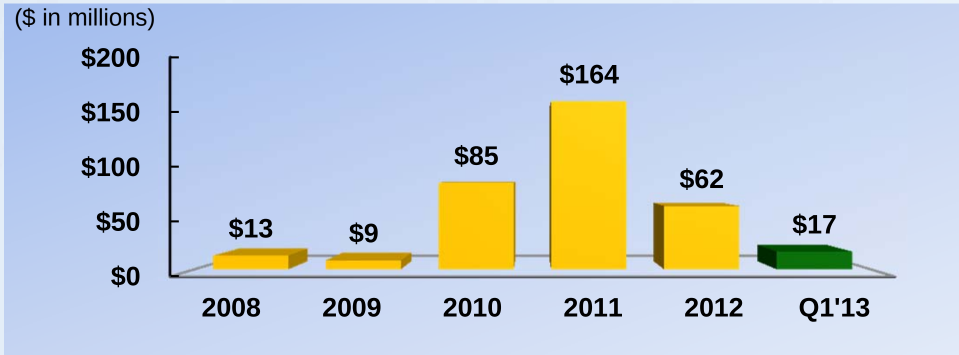
Rent-A-Center has a proven track record of returning cash to shareholders while deleveraging

Dividends paid



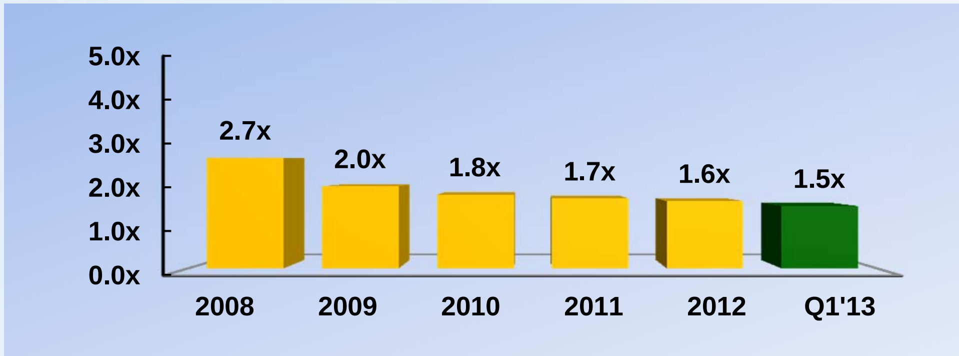
2.3% Current dividend yield (1)

Share repurchases



$350MM / 13MM shares repurchased since 2008

Leverage (2)



$618MM debt repaid since 2008

Note: Market data as of 03/31/2013
(1) $0.84 annualized dividend / Q1'13 ending Stock Price of $36.73
(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)	Q1 2013	Q1 2012
Total Revenue	$819	$835
YoY Growth %	*(1.9%)*	*12.5%*
Same Store Sales	(4.3%)	7.1%
Total Gross Profit	$551	$560
Gross Profit Margin	*67.2%*	*67.1%*
Operating Profit	$79	$92
Operating Profit Margin	*9.7%*	*11.0%*
Diluted EPS	$0.80	$0.87
Adjusted EBITDA	$99	$111
EBITDA Margin	*12.0%*	*13.3%*
Capex	$20	$27

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

2013 Key Results

- Total revenues for the year decreased $16MM, or 1.9%
  - Revenue decrease primarily driven by Core U.S. segment, partially offset by growth in the RAC Acceptance and International segments
- Same store sales decrease primarily attributable to the Core U.S. segment, partially offset by an increase in both the RAC Acceptance and International segments
- Although gross profit margins increased 10 bps, gross profit dollars decreased $9MM, or 1.6%
  - Decreased due to lower year over year total revenue of $16MM
- Operating profit decreased approximately $13MM, or 14.1% due to the decline in Core U.S. segment, partially offset by the growth in both the RAC Acceptance and International segments
- Diluted EPS decreased 8.0%
- Opened an additional 98 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…

Q1 2013 Balance Sheet

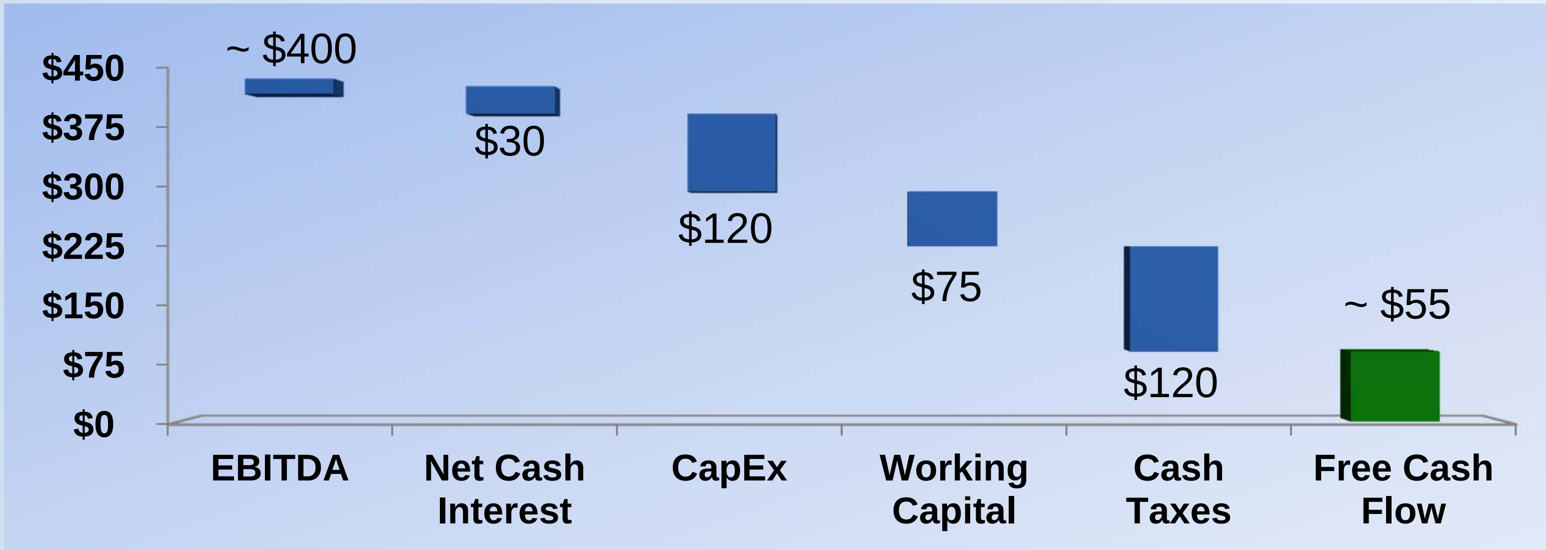
($ in millions)	Proforma Q1 2013[(1)]	% of Book Capital	Q1 2013	% of Book Capital	Q1 2012	% of Book Capital
Cash	$282.3		$82.3		$107.0	
Senior Credit Facilities	295.3	12.6%	341.3	16.0%	351.7	17.0%
Senior Unsecured Notes	550.0	23.5%	300.0	14.0%	300.0	14.6%
Total Debt	845.3	36.1%	641.3	30.0%	651.7	31.6%
Shareholder's Equity	1,494.1	63.9%	1,494.1	70.0%	1,413.4	68.4%
Total Capitalization	$2,339.4	100.0%	$2,135.4	100.0%	$2,065.1	100.0%
Net Debt/Total Capitalization		24.1%		26.2%		26.4%

Q1'13 Consolidated Leverage Ratio 1.52x (per bank covenant, maximum leverage of 3.25x)

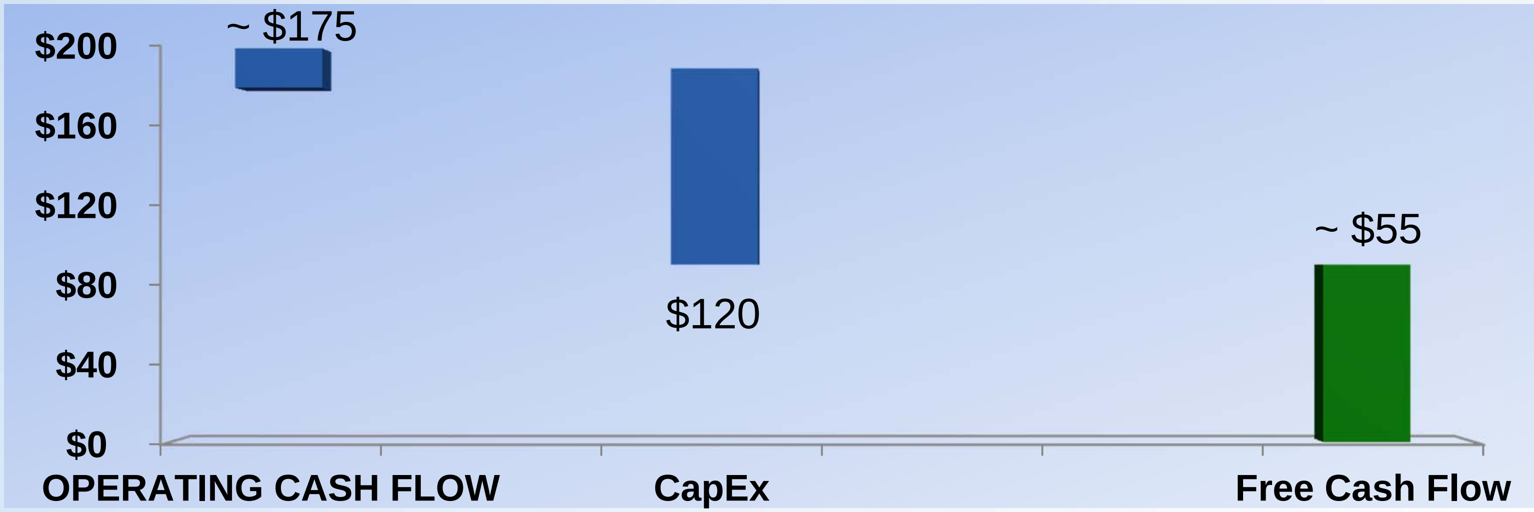
1) March 31, 2013 Proforma Balance Sheet includes the impact of raising $250 million of Senior Unsecured Notes bearing interest at 4.75% per year. Uses include $200 million for accelerated stock buyback (ASB) program, $46 million to pay down revolver, and $4 million for general corporate purposes

…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)

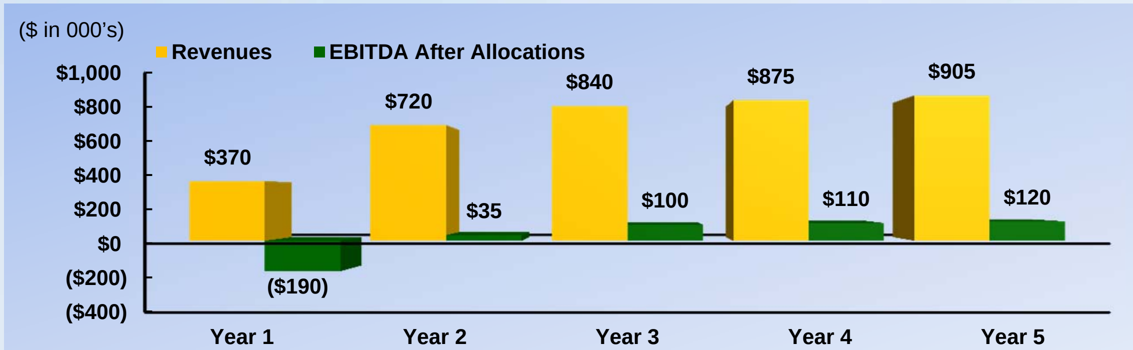


New initiatives will drive meaningful growth

Illustrative new store economics summary

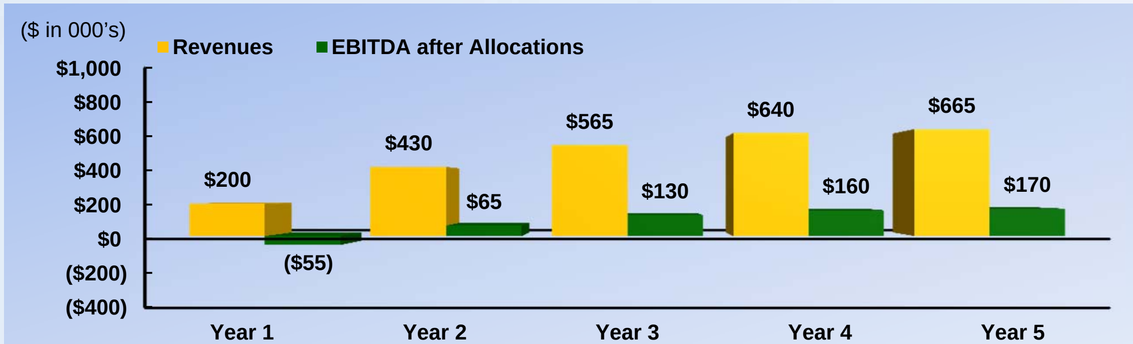
RTO CORE

- 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)



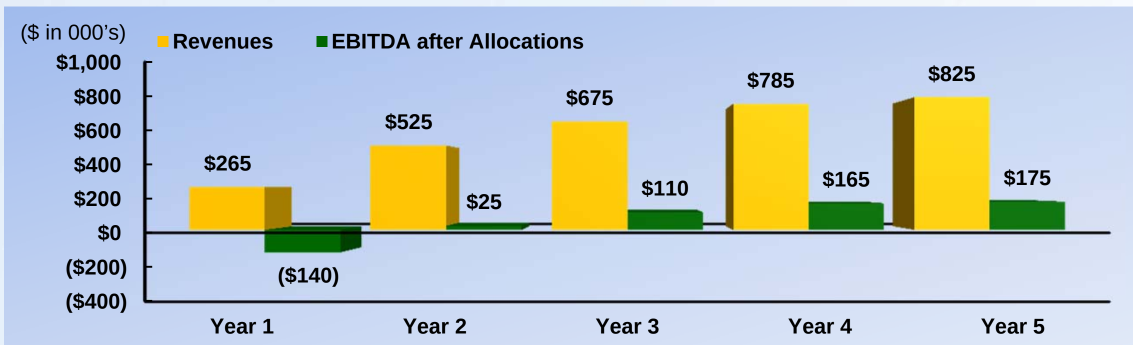
RACA

- 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

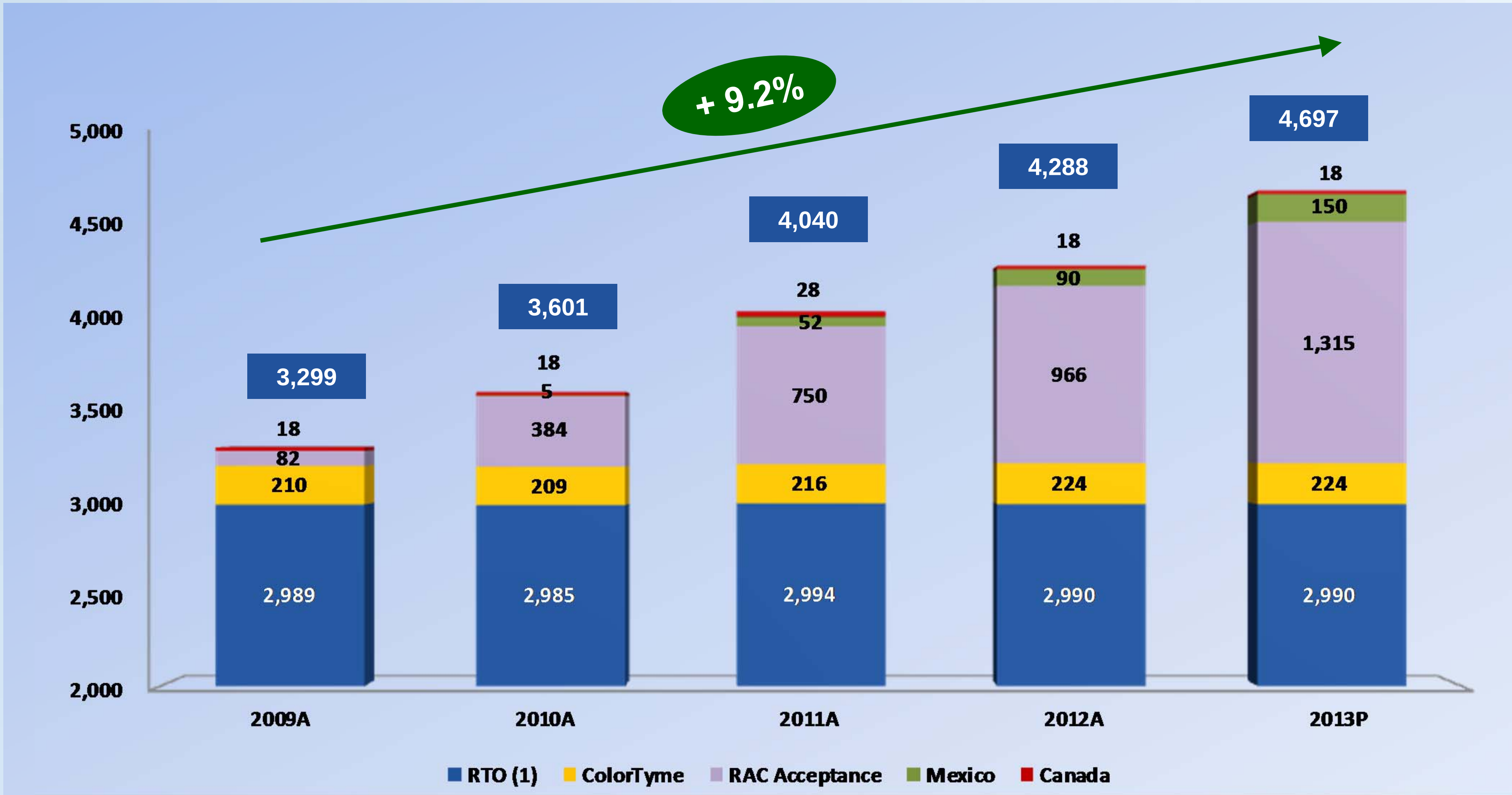
- New Store Economics (Before Allocations
  - Year 1 Investment of $575K (45% for inventory)
  - Profitable within ~12 months
  - Break even within year 3
  - IRR of ~45% (~30% after allocations)



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 solid top and bottom line growth

2013 Guidance (1)

($ in millions, except EPS)	2010 Actual	2011 Actual	2012 Actuals	2013 Midpoint
Total Revenue	$2,732	$2,882	$3,083	$3,221
YoY Growth %	*1.3%*	*5.5%*	*7.0%*	***4.5%***
Same Store Sales	*(0.4%)*	*0.8%*	*1.4%*	***1.5%***
Total Gross Profit	$1,996	$2,053	$2,134	$2,215
Gross Profit Margin	*73.1%*	*71.2%*	*69.2%*	*68.8%*
Operating Profit	$323	$317	$318	$315
Operating Profit Margin	*11.8%*	*11.0%*	*10.3%*	*9.8%*
Diluted EPS	$2.81	$2.91	$3.09	$3.02 (2)
YoY Growth %	*13.3%*	*3.6%*	*6.2%*	***(2.3%)***
EBITDA(3)	$389	$387	$398	$400
EBITDA Margin	*14.3%*	*13.4%*	*12.9%*	*12.4%*
CapEx	$93	$133	$102	$120

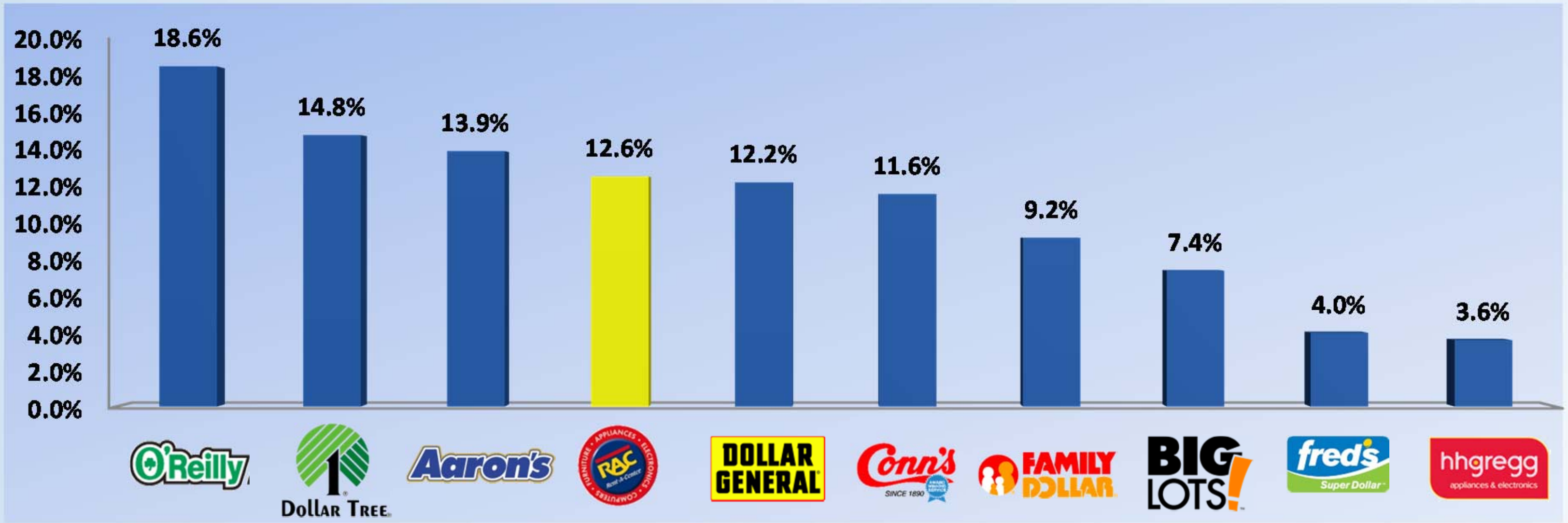
Notes:
1) Per 04/22/2013 press release
2) Excludes impact of accelerated stock buyback (ASB) program
3) Reconciliation is available in the appendix at the end of the presentation

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 05/01/2013

(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**	**$71.6**
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	7.7
Plus: Amortization	3.3	4.7	5.9	0.9
Plus: Depreciation	63.4	65.2	73.4	18.5
Adjusted EBITDA	**$389.4**	**$387.1**	**$397.7**	**$98.6**

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