



Rent-A-Center Names Mike Case Vice President, Marketing Strategy and Insights

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PLANO, Texas--(BUSINESS WIRE)--Jun. 17, 2014-- Rent-A-Center, Inc. (NASDAQ/NGS:RCII), the nation's largest rent-to-own operator, today announced the appointment of Mike Case to vice president of marketing strategy and insights. Reporting to Rita Bargerhuff, senior vice president and chief customer officer, Case is charged with the global administration of customer insights/market research, marketing analytics, business innovation, customer relationship management (CRM) and loyalty.



With over two decades of leadership experience in marketing and a strong mastery of CRM, Case is uniquely qualified for the post. Recently, Case served as vice president marketing and senior loyalty officer for La Quinta Inn & Suites where he was responsible for the strategic development, execution and management of the hotel chain's loyalty program. Additionally, he managed its direct marketing and customer-level analytics. Earlier in his career, Case held leadership positions in organizations such as American Airlines, Brierley & Partners, Sage Telecom, First USA Bank and Virgin America.

A Dallas-area resident, Case earned a Master of Business Administration, with a concentration in financial management, from the University of Texas at Austin and a bachelor's degree in finance/MIS from Texas State University.

"Mike brings vast marketing, loyalty and CRM experience to an important role," said Bargerhuff. "We're delighted to have him on board."

Rent-A-Center, Inc., headquartered in Plano, Texas, is the largest rent-to-own operator in North America, focused on improving the quality of life for its customers by providing them the opportunity to obtain ownership of high-quality, durable goods such as consumer electronics, appliances, computers, furniture and accessories, under flexible rental purchase agreements with no long-term obligation. The Company owns and operates approximately 3,170 stores in the United States, Canada, Mexico and Puerto Rico, and approximately 1,355 AcceptanceNOW kiosk locations in the United States and Puerto Rico. Rent-A-Center Franchising International, Inc. (previously ColorTyme, Inc.), a wholly owned subsidiary of the Company, is a franchisor of

Mike Case, Vice President, Marketing Strategy and Insights (Photo: Business Wire)

approximately 180 rent-to-own stores operating under the trade name of "Rent-A-Center," "ColorTyme," or "RimTyme." For additional information about the Company, please visit www.rentacenter.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140617006726/en/>

Source: Rent-A-Center, Inc.

Rent-A-Center, Inc.
Xavier Dominicus, 972-801-1988

Cell: 214-708-7980

Xavier.Dominicis@Rentacenter.com