



Rent-A-Center Names Ian Cohen Vice President of Omni Channel

June 20, 2014

PLANO, Texas--(BUSINESS WIRE)--Jun. 20, 2014-- Rent-A-Center, Inc. (NASDAQ/NGS:RCII), the nation's largest rent-to-own operator, today announced the appointment of Ian Cohen to vice president of omni channel. Reporting to Joel Mussat, executive vice president and chief omni channel officer, Cohen is charged with working cross-functionally to create a seamless approach to the consumer experience across a variety of shopping channels. His responsibilities include the design, development, and implementation of a digital-commerce solution that ensures customer demands are met.



Ian brings over 13 years of experience developing and executing digital omni-channel strategies and implementing eCommerce solutions for brands such as Michael Kors, Coach, Kellogg, J Crew, Victoria's Secret, Disney, American Express, AT&T Wireless, The New York Times, Sprint and Verizon Wireless. Additionally, he led cross-functional teams to implement advanced omni-channel capabilities while at firms such as Deloitte Consulting LLP, IBM Business Consulting, and most recently Capgemini, where he served as Principal.

A Dallas-area resident, Ian holds a Master of Business Administration degree in marketing from Case Western Reserve University and a bachelor's degree in business administration from Washington & Jefferson College.

"Ian brings a wealth of knowledge to a key role," said Mussat. "His expertise is certain to pay dividends as we strive to better meet the demands of today's consumers."

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 approximately 180 rent-to-own stores operating

Ian Cohen, vice president of omni channel for Rent-A-Center (Photo: Business Wire)

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/20140620005675/en/>

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