



AcceptanceNow Takes On-line Rent-to-Own Approvals to Partner Store Websites

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PLANO, Texas--(BUSINESS WIRE)--Apr. 16, 2015-- AcceptanceNow, a nationwide pioneer in the operation of rent-to-own kiosks within third-party retail outlets, today announced its foray into on-line rental approvals via the websites of third-party retail partners.

In a late-January collaboration with leading furniture retailer Value City/American Signature Furniture, AcceptanceNow launched on-line links to its application decision engine via the retailer's website.

A rent-to-own industry first, the dedicated links leverage the proprietary time-saving, rental-approval software already in use via in-kiosk iPads at over half of AcceptanceNow's 1,425 nationwide locations.

The move allows visitors to Value City/American Signature Furniture websites to select a rent-to-own payment option while shopping for furniture online. Approvals generate a certificate specifying a consumer's rental-approval limit. Consumers may print their certificate and present it to their nearest Value City/American Signature location or save it to their smartphone for in-store reference.

"This takes our rental-approval engine technology to the next level," said AcceptanceNow Executive Vice President Mark Denman. "The idea is to drive incremental business for AcceptanceNow and its partners while offering consumers expanded options."

"We're always exploring innovative ways to better serve and broaden our customer base," added Steve Haffer, executive vice president of marketing and eCommerce for American Signature, Inc. "This really fits the bill."

Over time, AcceptanceNow's on-line rental approvals are expected to be available through a variety of its retail-partner websites.

About AcceptanceNow:

AcceptanceNow, a division of rent-to-own industry leader Rent-A-Center, Inc. (NASDAQ/NGS:RCII), operates 1,425 rent-to-own kiosks in third-party retail stores across the country. To learn more, see www.acceptancenow.com.

About Value City Furniture and American Signature Furniture:

Value City Furniture and American Signature Furniture are owned by American Signature, Inc., which operates over 125 stores across the country. Since 1948, American Signature, Inc. has helped furnish America's homes with quality furniture at the guaranteed best prices. They specialize in a wide assortment of contemporary, modern, casual, country, traditional and luxurious living room furniture to choose from. The store also features a wonderful selection of bedroom furniture, mattresses, dining room and kitchen sets, as well as furniture for kids.

Source: Rent-A-Center, Inc.

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