

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* LENTELL J V			2. Issuer Name and Ticker or Trading Symbol RENT A CENTER INC DE [RCII]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/22/2003			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		
BOX 1			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street) WICHITA KS 67201								
(City) (State) (Zip)								

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common stock, par value \$.01 per share	08/22/2003		M		3,000	A	\$13.5	3,000	D	
Common stock, par value \$.01 per share	08/22/2003		M		3,000	A	\$14.5	6,000	D	
Common stock, par value \$.01 per share	08/22/2003		S		1,200	D	\$77.43	4,800	D	
Common stock, par value \$.01 per share	08/22/2003		S		596	D	\$77.4	4,204	D	
Common stock, par value \$.01 per share	08/22/2003		S		1,500	D	\$77.37	2,704	D	
Common stock, par value \$.01 per share	08/22/2003		S		1,500	D	\$77.36	1,204	D	
Common stock, par value \$.01 per share	08/22/2003		S		1,204	D	\$77.34	0 ⁽¹⁾	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Employee Stock Option (Right to Purchase)	\$13.5	08/22/2003		M			3,000	(2)	(2)	Common Stock	3,000	(2)	25,000 ⁽³⁾	D	
Employee Stock Option (Right to Purchase)	\$14.5	08/22/2003		M			3,000	(4)	(4)	Common Stock	3,000	(4)	22,000 ⁽⁵⁾	D	

Explanation of Responses:

- Does not include 22,000 options to purchase common stock, par value \$.01 per share (the "Common Stock"), of Rent-A-Center, Inc. (the "Company"), on a one for one basis held by the reporting person, all of which are currently exercisable.
- On January 2, 1996, the reporting person was granted 3,000 options to purchase the Company's Common Stock, on a one-for-one basis, pursuant to the Company's Long-Term Incentive Plan. The options expire 10 years from the date of the grant and are immediately available for exercise. As of the date of this report, the reporting person has exercised all of the options pursuant to this grant.
- Includes 3,000 options to purchase the Company's Common Stock pursuant to the reporting person's January 1, 1997 grant, all of which are currently exercisable and which were also exercised on August 22, 2003 and reported on the next line; 3,000 options to purchase the Company's Common Stock pursuant to each of the reporting person's January 2, 1998, January 4, 1999, January 3, 2000 and January 2, 2001 grants, all of which are currently exercisable; and 5,000 options to purchase the Company's Common Stock pursuant to each of the reporting person's January 2, 2002 and January 2, 2003 grants, all of which are currently exercisable.
- On January 1, 1997, the reporting person was granted 3,000 options to purchase the Company's Common Stock, on a one-for-one basis, pursuant to the Company's Long-Term Incentive Plan. The options expire 10 years from the date of the grant and are immediately available for exercise. As of the date of this report, the reporting person has exercised all of the options pursuant to this grant.
- Includes 3,000 options to purchase the Company's Common Stock pursuant to each of the reporting person's January 2, 1998, January 4, 1999, January 3, 2000 and January 2, 2001 grants, all of which are currently exercisable; and 5,000 options to purchase the Company's Common Stock pursuant to each of the reporting person's January 2, 2002 and January 2, 2003 grants, all of which are currently exercisable.

Remarks:

J.V. Lentell

08/25/2003

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

**** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).**

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.