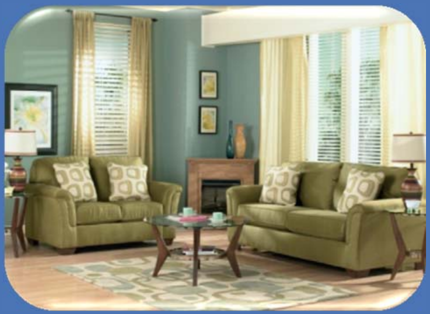
Investor Presentation Fourth Quarter and Year End 2010








February 25, 2011

Safe Harbor Statement

This presentation contains forward-looking statements that involve risks and uncertainties. Such forward-looking statements generally can be identified by the use of forward-looking terminology such as “may,” “will,” “expect,” “intend,” “could,” “estimate,” “should,” “anticipate,” or “believe,” or the negative thereof or variations thereon or similar terminology. Although the Company believes that the expectations reflected in such forward-looking statements will prove to be correct, the Company can give no assurance that such expectations will prove to have been correct. The actual future performance of the Company could differ materially from such statements. Factors that could cause or contribute to such differences include, but are not limited to: uncertainties regarding the ability to open new rent-to-own stores; 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 identify and successfully enter new lines of business offering products and services that appeal to its customer demographic; 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 purchase agreements; the passage of legislation adversely affecting the rent-to-own or financial services industries; the Company’s failure to comply with statutes or regulations governing the rent-to-own or financial services industries; interest rates; increases in the unemployment rate; economic pressures, such as high fuel and utility costs, affecting the disposable income available to the Company’s targeted consumers; changes in the Company’s stock price and the number of shares of common stock that it may or may not repurchase; future dividends; changes in estimates relating to self-insurance liabilities and income tax and litigation reserves; changes in the Company’s effective tax rate; the Company’s ability to maintain an effective system of internal controls; changes in the number of share-based compensation grants, methods used to value future share-based payments and changes in estimated forfeiture rates with respect to share-based compensation; the resolution of material litigation; our ability to successfully manage the strategic alternatives process with respect to our financial services business and the results therefrom; and the other risks detailed from time to time in the Company’s SEC reports, including but not limited to, its Form 10-K for the year ended December 31, 2010, and its quarterly reports on Form 10-Q for the quarters ended March 31, 2010, June 30, 2010 and September 30, 2010. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. 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.

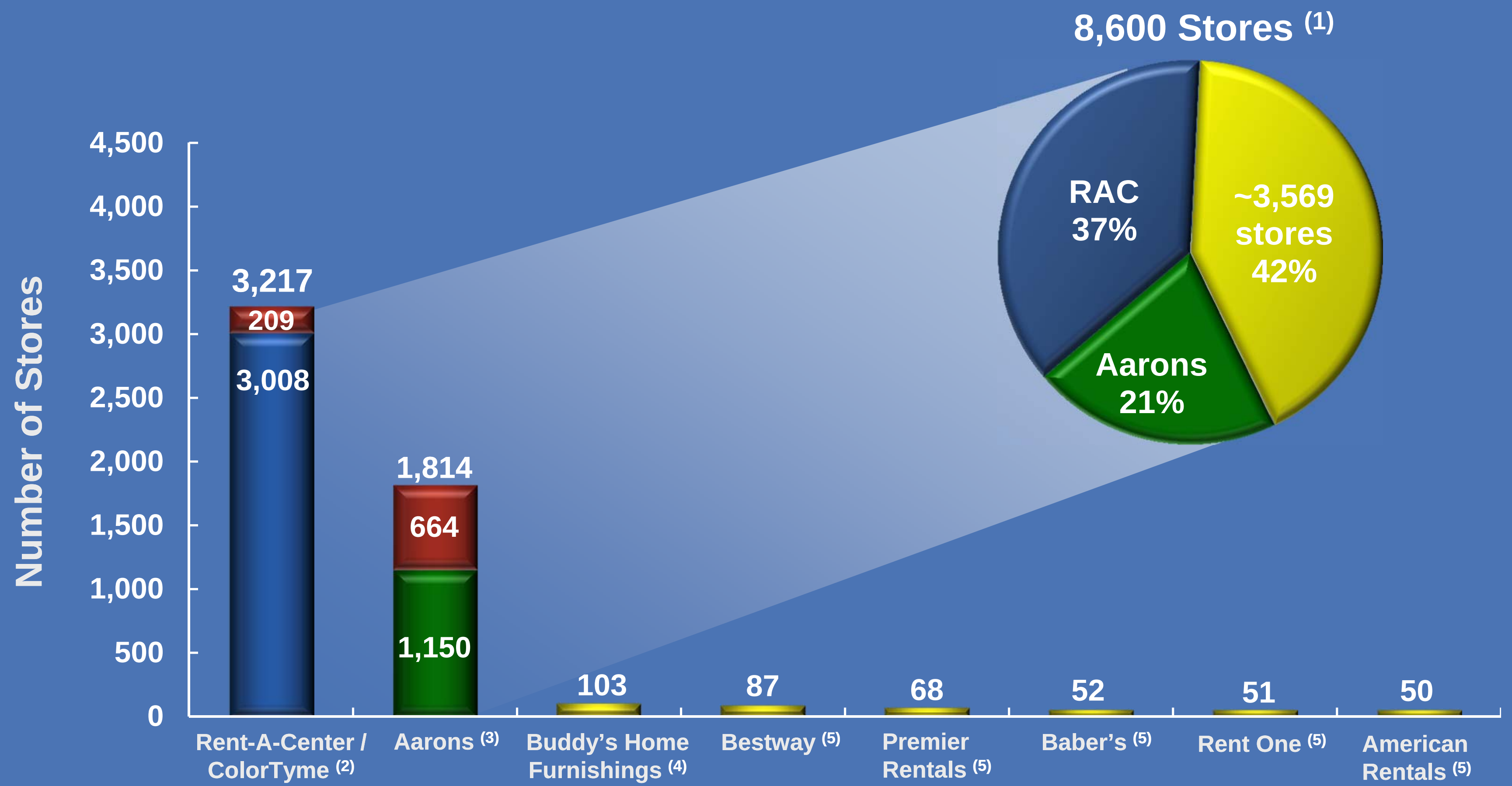
Key Investment Rationale

- Market leader in an attractive sector
  - Leading national brand with a high number of touch points
  - Scale advantage versus fragmented peers
- Achievable growth and margin potential in core business
  - Favorable consumer credit market dynamics and stable product cycle
  - Positive margin trends with room for further improvement
- Well defined growth opportunities
  - New store concepts
  - New markets
- Financially solid
  - Strong cash flow generation
  - Sound balance sheet and strong credit statistics
- Experienced management team

Leading RTO Operator in U.S.

- Largest rent-to-own operator in the U.S.
  - 37% market share based on store count
  - National footprint of approximately 3,000 company-owned stores and 210 franchised stores
- Broad selection of high quality, brand-name merchandise under flexible rental purchase agreements
- Primarily serves the “underbanked” consumer
- Generated $2.7 billion in LTM revenue and $389 million in LTM adjusted EBITDA as of December 31, 2010

Leading Player in Fragmented Marketplace



Market Share [1]	37%	21%	1%	1%	< 1%	< 1%	< 1%	< 1%

1) APRO (Association of Progressive Rental Organizations) website dated August 31, 2010
2) Company data as of December 31, 2010
3) Company press release dated February 15, 2011
4) APRO website article dated January 19, 2011
5) Company website estimate as of January 25, 2011

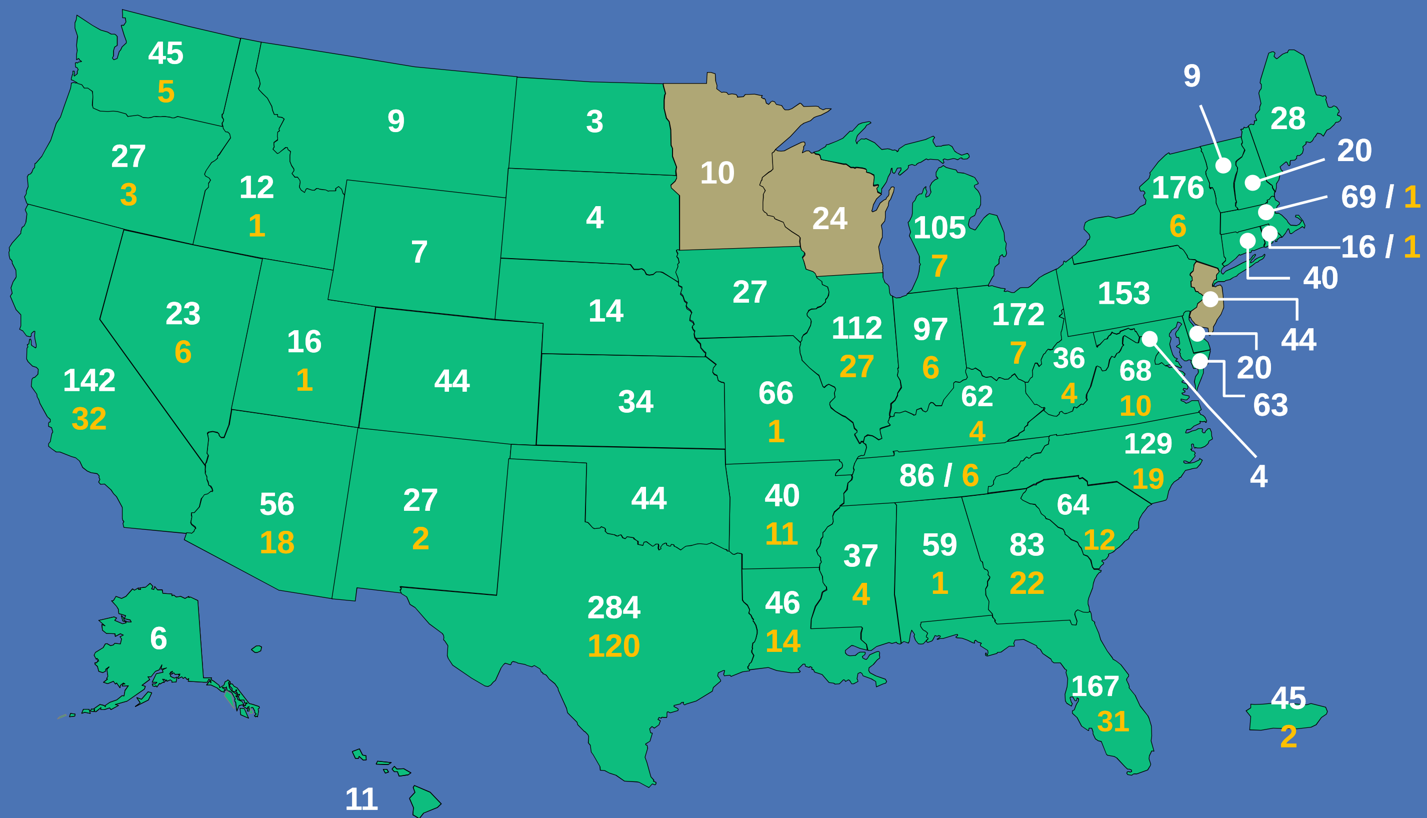
Rent-to-Own is an Appealing Transaction...

Flexible Rental Agreements

- No Traditional Credit Check
- No Down Payment / Deposit
- No Long Term Obligation
- Same Day Delivery
- Service / Warranty Included
- 90 Days Same as Cash
- 9 – 30 Months Term to Ownership
- Early Purchase Options
- Lifetime Reinstatement

...Within a Favorable Legislative Framework...

2,985 domestic company-owned stores and 384 RAC Acceptance stores



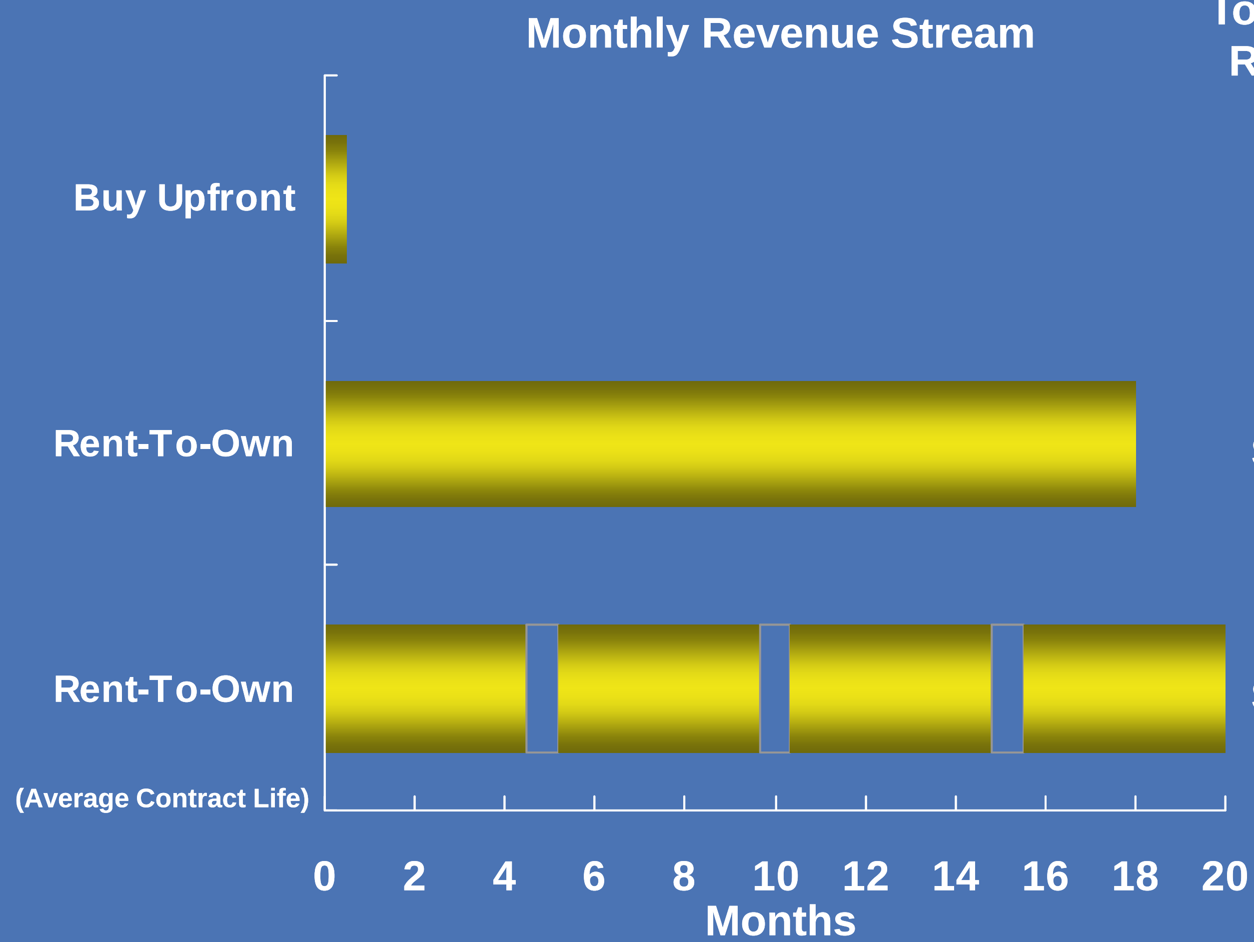
Favorable State Regulation   Developing/Unfavorable State Regulation

...Serving the "Underbanked Working Family"...

- Approximately 83% of customers in the rent-to-own industry have household incomes between $15,000 and $50,000 [(1)]
- Approximately 43.6 million households with household incomes between $15,000 and $50,000 [(2)]
- Industry is serving only 4.1 million of these households at a given time[(1)]
- Company believes the target market is growing with the "Sub-Prime" market now at 35% of the population[(3)]

1) **APRO (Association of Progressive Rental Organizations) website dated October 26, 2010**
2) **U.S. Census Bureau – 2010 CPS Survey**
3) **FICO report dated July 13, 2010**

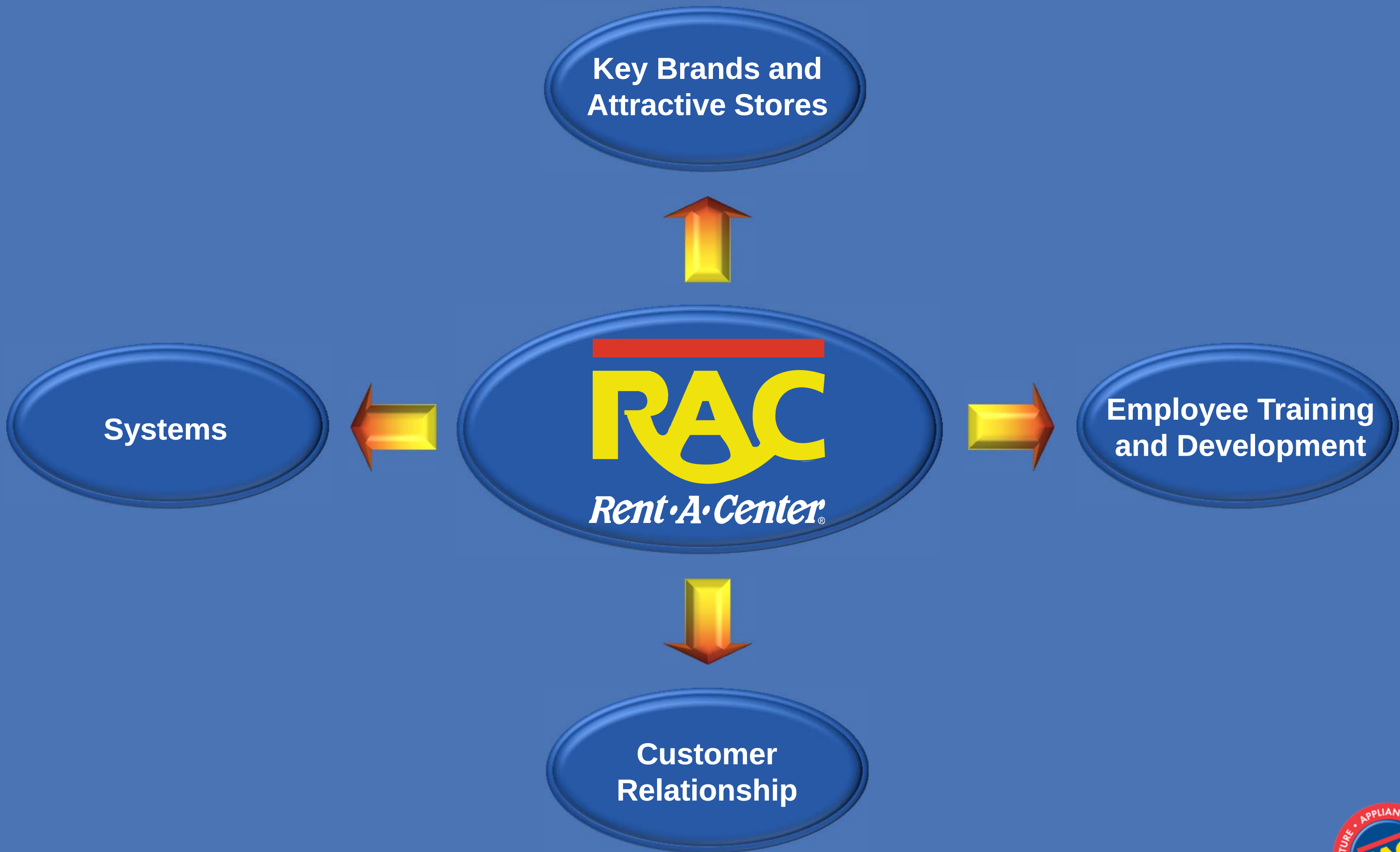
...With Attractive Economics



Total Rental Revenues	COGS	Gross Margin
$ 850	$ 425	50.0%
$ 1,700	$ 425	75.0%
$ 1,890	$ 425	77.5%

*** The rental purchase transaction is a flexible alternative for consumers with features that include no long-term obligation and the right to terminate the transaction without penalty. For 75% of our initial rental purchase agreements, the customer returns the merchandise before acquiring ownership and the average term of the agreement is 4 to 5 months.**

Proven Business Model



Easily Accessible, Highly Visible Sites

Leased Sites Only

No Warehouses – Vendors Ship Directly to the Stores

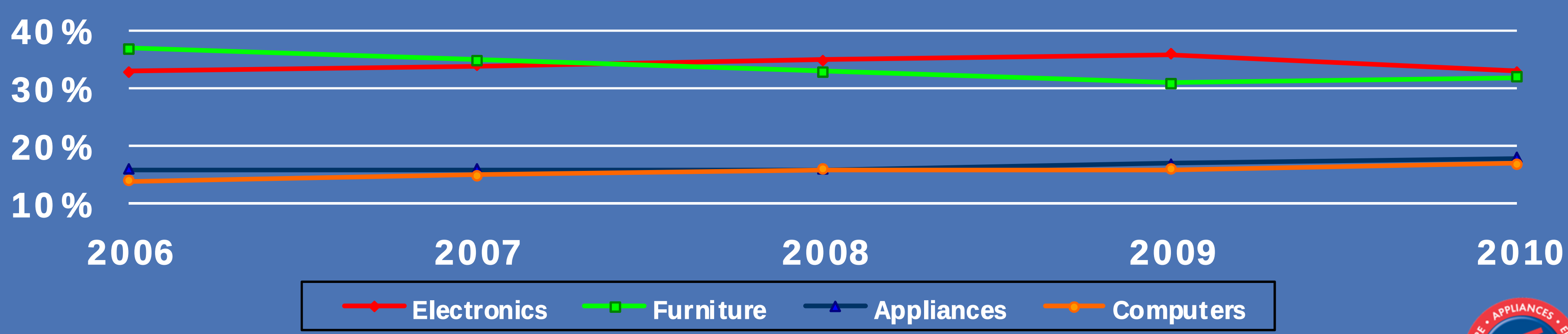
High Quality, Brand-Name Merchandise

Electronics
33% of Rental Revenue

Furniture
32% of Rental Revenue

Appliances
18% of Rental Revenue

Computers
17% of Rental Revenue



Represents a rolling 12 months of actual data

Growth Opportunities

- RAC Acceptance (location inside of third party retailers)
  - Acquired 158 locations from The Rental Store in December 2010
  - Ended 2010 with 384 locations, and opening 275 to 325 in 2011
  - Contribution of approximately 6% - 7% of total revenue in 2011 and $15 - $20 million in EBITDA
  - Significant market potential
- Mexico
  - Initiated opening of 5 stores in fourth quarter 2010
  - Results exceeding initial projections
  - Rollout of 40 to 75 locations in 2011
  - Potential market of 1,000+ locations
- Canada
  - 18 current locations and plan to open 10 to 20 locations in 2011
  - Potential market of 200 to 300 locations

Our Forward Focus

- Grow revenue and profitability of core stores
- Open and acquire more stores in the U.S.
- Expand internationally
- Develop current growth opportunities and test other retail concepts
- Leverage our financial strength
  - Invest in technology
  - Maintain a sound balance sheet
  - Maximize shareholder value

Financial Overview

Our Story - 2009 to 2014 Growth Projections (Investor Day – November 2010)

- 4% - 6% Revenue growth (CAGR)
- 6% - 7% EBITDA growth (CAGR)
- $165 - $225 million FCF generation
- Maximize shareholder value

Growth Opportunities

	# of Locations					
	'09A	'10A	'11P		'14P	
			Low	High	Low	High
RAC Acceptance						
Investor Day (11/10)	82	200	300	350	600	800
Current	82	384	660	710	960	1,160
Mexico						
Investor Day (11/10)	0	5	30	80	180	380
Current	0	5	45	80	195	380
Canada	18	18	25	35	100	185

(1) Growth of initiatives is cumulative from '11P-'14P

2010 Results and 2011 Guidance

(per January 31, 2011 press release)

	'09A		'10A		'11P	
	$MM	Margin	$MM	Margin	Midpoint $MM	Margin
Total Revenue[1]	$2,696		$2,732		$2,898	
% Change	*(4.9%)*		*1.3%*		*6.0%*	
EBITDA[1]	$354	13.1%	$389	14.3%	$410	14.1%
% Change	*(3.0%)*		*10.0%*		*5.0%*	
EPS	$2.48		$2.81		$3.00	
% Change	*21.6%*		*13.3%*		*7.0%*	
Same Store Sales	*(3.5%)*		Flat		2.0%	

NOTES:
(1) Excludes DPI from '09A
Reconciliation is available in the appendix at the end of the presentation
(2) Dollars in millions, except EPS

Capital Structure

	Dec 31, 2010	% of Book Capital	Dec 31, 2009	% of Book Capital
Cash	$ 70.7		$ 101.8	
Senior Credit Facilities	401.1	19.5%	711.2	36.3%
Sub Notes	300.0	14.6%	-	0.0%
Total Debt	701.1	34.1%	711.2	36.3%
Shareholder's Equity	1,353.8	65.9%	1,247.5	63.7%
Total Capitalization	$ 2,054.9	100.0%	$ 1,958.7	100.0%
Net Debt/Total Capitalization		30.7%		31.1%

Consolidated Leverage Ratio 1.69x (Q4'10)
Consolidated Fixed Charge Coverage Ratio 1.85x (Q4'10)

Schedule of Free Cash Flow
2011 Estimate ($MM)

EBITDA	$400 - $420
Net Cash Interest	($35)
CapEx	($75)
Working Capital	($70)
Taxes	$95
Free Cash Flow	$315 - $335

OPERATING CASH FLOW	$390 - $410
CapEx	($75)
Free Cash Flow	$315 - $335

Capital Allocation Philosophy

- Reinvest for future growth
  - Working capital
  - CAPEX
  - Acquisitions
- Distribute dividends
- Repurchase shares
- Mandatory debt reduction

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Appendix

GAAP to Non-GAAP Reconciliation

	FYE '09A	FYE '10A
REVENUE		
GAAP TOTAL REVENUE	**$2,752.0**	**$2,731.6**
Less: DPI	56.1	0.0
Pro Forma TOTAL REVENUE	**$2,695.9**	**$2,731.6**
EBITDA		
GAAP EBIT	**$270.4**	**$274.8**
Plus: Litigation Expense (Credit)	(4.9)	0.0
Plus: Impairment Charge	0.0	18.9
Plus: Finance Charges from Refinancing	0.0	3.1
Plus: Interest Expense, net	26.0	25.9
Plus: Amortization	2.8	3.3
Plus: Depreciation	65.8	63.4
Adjusted EBITDA	**$360.1**	**$389.4**
Less: DPI	6.1	0.0
Pro Forma EBITDA	**$354.0**	**$389.4**

NOTE:
(1) Dollars in millions