



## No-Upfront-Cost Smartphones Reach Bronx-Area Rent-A-Centers

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PLANO, Texas--(BUSINESS WIRE)--Jul. 21, 2014-- Rent-A-Center, Inc. (NASDAQ/NGS:RCII), the nation's largest rent-to-own operator, today announced the arrival of smartphones and no-contract airtime plans to its Bronx-area stores.

The offer is expected to appeal to cash- and credit-strapped consumers put off by the high upfront cost of acquiring a smartphone.

Phones may be rented in connection with the immediate activation of a no-contract airtime plan, or without. A choice in the brand of airtime plans is offered, and customers may even opt to activate a plan for a phone not rented through Rent-A-Center. Additionally, airtime plans may be reloaded at Rent-A-Center stores, regardless of one's cellular carrier.

For additional details on Rent-A-Center's recently announced foray into the burgeoning smartphone business, please reference the following news release: "[New Rent-A-Center Offer to Ease Access to Smartphones. Dispense with Upfront Costs.](#)"

Rent-A-Center (NASDAQ: RCII), headquartered in Plano, Texas, operates more than 3,000 stores in the United States, Puerto Rico, Canada and Mexico. The Company employs over 21,000 coworkers. Learn more at [www.rentacenter.com](http://www.rentacenter.com).

Source: Rent-A-Center, Inc.

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