



Rent-A-Center Promotes Mark Denman to Executive Vice President of AcceptanceNow

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PLANO, Texas--(BUSINESS WIRE)--Mar. 13, 2015-- Rent-A-Center, Inc., a rent-to-own industry leader, (NASDAQ/NGS:RCII), today announced the promotion of Mark Denman to executive vice president of AcceptanceNow (ANOW), a division of Rent-A-Center.



Mark Denman, executive vice president of AcceptanceNow (Photo: Business Wire)

stores in the United States, Canada, Mexico and Puerto Rico, and approximately 1,400 ANOW 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 under the trade name of "Rent-A-Center," "ColorTyme," or "RimTyme." For additional information about the Company, please visit www.rentacenter.com.

ANOW operates 1,400 rent-to-own kiosks in third-party retail stores across the country.

Reporting to Mitch Fadel, Rent-A-Center president and COO, Denman is responsible for ANOW's strategy, operations and sales. Additional duties include oversight of the expansion of ANOW's virtual kiosk model.

"Mark's knowledge and wealth of experience has positioned our kiosk model for success," said Fadel. "His proven dedication to growing AcceptanceNow is certain to prove central to its continued growth."

After joining Rent-A-Center in 2010 during the company's acquisition of The Rental Store, Denman was promoted in 2011 from senior director of business strategy to divisional vice president of ANOW. In September 2013, Denman moved to Rent-A-Center's core business where he was named divisional vice president before being promoted to senior vice president of ANOW in January 2014.

A rent-to-own industry leader, Plano, Texas-based Rent-A-Center, Inc. is 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

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Rent-A-Center, Inc.
Valerie Stokes, 972-801-2291

