



Rent-A-Center Helps Make Magic Happen This Holiday Season

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RAC to Surprise People with Christmas Wish-List Gifts

PLANO, Texas--(BUSINESS WIRE)--Nov. 30, 2017-- The holidays are a special time of year, but it can also be stressful for shoppers on a tight budget. So [Rent-A-Center, Inc.](http://www.rentacenter.com) (RAC)(NASDAQ/NGS:RCII), a rent-to-own industry leader, is granting wishes to 60 people beginning today as part of its "Make Magic Happen" campaign.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171130005508/en/>



"Our customers care most about making the holidays special for the people they love and we want to help them make holiday wishes come true for their friends and family," said Jason Wall, Vice President of Marketing and Sales at Rent-A-Center. "We created this campaign to give back to our customers and to help them make magic happen this holiday."

The campaign, which lasts until Dec. 14, works like this:

- Visit www.rentacenter.com/magic to nominate a loved one.
- Type in why that person deserves some magic this holiday season.
- Select the products that may be on his or her wish list.

Products include Sony PlayStations, Dell 17-inch laptops, Ashley sofa and loveseats, Samsung 55-inch TVs and more.

Rent-A-Center makes wishes come true beginning today. (Graphic: Business Wire)

Winners will be chosen at different times throughout the campaign.

Coworkers will also make magic happen by nominating deserving customers and personally delivering the winner's wish list items.

"This allows us to build closer relationships with our customers and the communities in which they live," said Gina Hethcock, Senior Manager Public and Community Relations. "We're helping to spread the magic of the holiday season, and we're letting our customers know we care."

About Rent-A-Center - Plano, Texas-based, [Rent-A-Center, Inc.](http://www.rentacenter.com) is focused on improving the quality of life for its customers by providing them the opportunity to obtain ownership of high-quality, durable products such as consumer electronics, appliances, computers, furniture and accessories, under flexible rental purchase agreements with no long-term obligation.

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Source: Rent-A-Center, Inc.

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