



Rent-A-Center Stores Hold Fund-Raiser for Big Brothers Big Sisters of America From March 15-April 10

March 15, 2004

Donations to Help Centennial Year Advertising Program Raise Local Awareness

PLANO, Texas, Mar 15, 2004 (BUSINESS WIRE) -- Rent-A-Center Inc. announces that it will raise funds for Big Brothers Big Sisters of America (BBBSA) at its stores across the United States and Puerto Rico. Customers and area residents are invited to visit a Rent-A-Center store from March 15-April 10, contribute one dollar and sign their name to a paper egg that will be displayed during the campaign. BBBSA representatives will be available in some Rent-A-Center stores during this time to give out information, sign up children for the program and sign up adults who want to be mentors. Call your local Rent-A-Center for more details.

"Our co-workers really enjoy our involvement in this program, so we decided to add another week to the length of the campaign this year," says Mark Speese, chairman and CEO of Rent-A-Center. "We're impressed with BBBSA's track record over the last 100 years of helping children and families who have greatly benefited by having a mentor in their lives."

"Big Brothers Big Sisters is proud to partner with Rent-A-Center for the second year in a row to raise funds and awareness about our programs," says president and CEO Judy Vredenburgh. "We are grateful for their efforts and thrilled to have our agencies invited into the stores to spread the word locally about the wonderful programs we have."

Rent-A-Center will match contributions dollar for dollar up to \$100,000 but guarantees a \$25,000 minimum donation to BBBSA. Monies raised from this year's campaign will help fund BBBSA's national advertising campaign that calls for support and volunteerism at the local level. The ad campaign runs for one year.

Rent-A-Center Inc. (Nasdaq:RCII), headquartered in Plano, Texas, currently operates more than 2,650 company-owned stores nationwide and in Puerto Rico. The stores generally offer high-quality, durable goods such as home electronics, appliances, computers, furniture and accessories to consumers under flexible rental purchase agreements that generally allow the customer to obtain ownership of the merchandise at the conclusion of an agreed-upon rental period. The Company also owns ColorTyme, Inc., a wholly owned subsidiary and national franchisor of 325 rent-to-own stores. For more information about Rent-A-Center, visit www.rentacenter.com.

Big Brothers Big Sisters of America is the largest and most effective youth mentoring organization in the country, currently serving 200,000 children nationwide through 508 affiliates. Visit the BBBSA Web site at www.bbbsa.org to learn more about the organization.

SOURCE: Rent-A-Center Inc.

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