



Rent-A-Center Announces Registration Statement on Form S-4 Declared Effective

July 25, 2003

PLANO, Texas--(BUSINESS WIRE)--July 25, 2003--

Exchange Offer for Rent-A-Center's 7 1/2% Senior
Subordinated Notes Due 2010 Begins

Rent-A-Center, Inc. (the "Company") (Nasdaq/NNM:RCII) announced today that its Registration Statement on Form S-4 with respect to its exchange offer for \$300,000,000 of its 7 1/2% Senior Subordinated Notes due 2010, Series A previously issued in May 2003 was declared effective yesterday by the Securities and Exchange Commission.

The exchange offer will be made only by means of a prospectus to be delivered to the holders of the previously issued notes by The Bank of New York, who will act as the exchange agent for the exchange offer. A copy of the prospectus may be obtained from The Bank of New York, 101 Barclay Street, New York, New York 10286. The exchange offer commenced today and will remain open until 5:00 p.m., New York time, on August 22, 2003.

Rent-A-Center, Inc., headquartered in Plano, Texas currently operates 2,550 company-owned stores nationwide and in Puerto Rico. The stores generally offer high-quality, durable goods such as home electronics, appliances, computers, and 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. ColorTyme, Inc., a wholly owned subsidiary of the Company, is a national franchisor of 321 rent-to-own stores, 309 of which operate under the trade name of "ColorTyme," and the remaining 12 of which operate under the "Rent-A-Center" name.

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SOURCE: Rent-A-Center, Inc.