



Rent-A-Center, Inc. Second Quarter 2004 Financial Results Conference Call to Be Broadcast Live Via the Web

July 20, 2004

PLANO, Texas, Jul 20, 2004 (BUSINESS WIRE) -- Rent-A-Center, Inc. (NASDAQ/NNM:RCII) will broadcast its quarterly earnings conference call on Tuesday, July 27, 2004 at 10:45 AM ET over the internet to discuss the earnings release that will be issued after the close of the market on Monday, July 26, 2004. Audio of the call will be broadcast live and will be available on the Investor Relations section of Rent-A-Center, Inc.'s website, located at <http://investor.rentacenter.com>

For those unable to attend the live broadcast, a replay will be available beginning July 27th at 1:45 PM ET. There is no charge to access this event.

As of July 17, 2004, Rent-A-Center, Inc., headquartered in Plano, Texas, operates 2,849 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 arrangements 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 319 rent-to-own stores, 307 of which operate under the trade name of "ColorTyme," and the remaining 12 of which operate under the "Rent-A-Center" name.

SOURCE: Rent-A-Center, Inc.

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