



Rent-A-Center Kicks Off Big Brothers Big Sisters Fund-Raiser; Donations Accepted in Stores February 28-March 26

February 28, 2005

PLANO, Texas--(BUSINESS WIRE)--Feb. 28, 2005--Rent-A-Center announces that it will raise funds for Big Brothers Big Sisters of America (BBBSA) at its stores during a four-week campaign from February 28 through March 26. By donating one dollar and signing a spring egg in any Rent-A-Center store, customers and area residents can show their support of the country's oldest and most successful mentoring organization. Some stores will be hosting BBBSA affiliates which will give out information and sign up children and adults for the program. Call your local Rent-A-Center for more details.

"Rent-A-Center's alliance with Big Brothers Big Sisters allows us to see the impact this program brings to 'Big's' and 'Littles,'" says Mark Speese, chairman and CEO of Rent-A-Center. "I once heard a man tell an audience how his Big Brother made a difference in his life and how the relationship continues after many years. That experience is repeated continually by the bonds created by Big Brothers Big Sisters."

"We are pleased to have Rent-A-Center continue its relationship with Big Brothers Big Sisters to raise funds through its stores for children in need," says BBBSA President and CEO Judy Vredenburgh. "The Company's large presence in all 50 states and Puerto Rico gives the public wide access to donate, learn about and perhaps to sign up for our programs which serve children 6- to 18-years old in one-to-one mentoring relationships throughout the country."

Contributions will be matched by Rent-A-Center dollar for dollar up to \$100,000, and the Company guarantees a \$25,000 minimum donation to BBBSA. Since the fund-raising program began two years ago, Rent-A-Center has given the maximum \$100,000 match each year. In all, the Company has donated nearly one-half million dollars.

Rent-A-Center Inc. (Nasdaq:RCII), headquartered in Plano, Texas, currently operates more than 2,870 company-owned stores in the United States, Puerto Rico and Canada. 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 318 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.

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