



Rent-A-Center Opens Store in Rochester

April 4, 2012

Company Donates to Non-profits at Grand Opening Ceremony

ROCHESTER, N.Y.--(BUSINESS WIRE)--Apr. 4, 2012-- Rent-A-Center Manager Christopher Case and his four-person sales team are pleased to offer residents of Rochester an additional option when it comes to acquiring ownership of high-quality furniture, appliances, electronics and computers. "We are happy to be a part of the community and look forward to servicing the needs of our customers," said Case. The new Rent-A-Center is located at 3780 Dewey Avenue. The showroom features merchandise from brands such as Ashley, Serta, HP, Sony and Whirlpool.

Members of the community will welcome Rent-A-Center to the neighborhood at a grand-opening celebration on Friday, April 6, at 1:00 p.m. At the ribbon-cutting ceremony, Rent-A-Center is contributing \$1,000 to the American Diabetes Association.

In conjunction with the grand opening ceremony, there will also be a drawing for a 42" HDTV. To enter, simply visit the store. No purchase is necessary.

Rent-A-Center operates 177 locations in the state of New York. The store is open from 10:00 a.m. to 7:00 p.m. Monday through Friday and 9:00 a.m. to 6:00 p.m. on Saturdays.

Rent-A-Center (NASDAQ: RCI), headquartered in Plano, Texas, operates more than 3,000 stores in the United States, Puerto Rico, Canada and Mexico. The Company employs over 18,900 coworkers. Learn more at www.rentacenter.com.

Source: Rent-A-Center

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