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NEW RENT-A-CENTER CAMPAIGN PROMOTES CREDIT-FREE ALTERNATIVES Launch Includes TV, Radio, Newspaper and Web Initiatives

Plano, Texas (November 24) -- Rent-A-Center (www.rentacenter.com) launched a multi-media campaign today in which Chief Executive Officer Mark Speese reaches out to the growing number of consumers burdened by the current cash and credit crunch with a message about the benefits of rental-purchase transactions.

The integrated campaign, named "Credit Free Life," uses 60-second direct response TV advertisements, national radio, newspaper and email initiatives and an informative microsite at www.CreditFreeLife.com to explain how a "rent-to-own" transaction can help consumers meet their needs without going deeper in debt. The campaign will run through early 2009.

"We believe people should know there is a very viable option for enjoying quality merchandise without down payments, high-cost credit card charges, or the burden of debt," explained Speese.

The campaign explains how rental-purchase is a meaningful alternative to using credit to obtain merchandise, particularly at a time when millions of American families are struggling to adjust to the sudden end to abundant credit. As credit card companies constrict existing credit lines and clamp down on new credit, families need options to meet household needs.

The "Credit Free Life" campaign includes messages on the microsite from Mark Speese outlining the reasons rent-to-own is a viable option, especially during uncertain economic times.

"With the additional flexibility and services we provide, when you compare rent-to-own to a traditional retail store, this is a very attractive alternative," Speese said. "It gives families benefits without burdens and a worry-free way to get what they need. For more than 30 years we have provided this option to millions of families."

In a rental-purchase or "rent-to-own" transaction, customers are able to choose from a wide selection of new, name brand appliances, electronics, furniture and computers. Unlike using credit to make purchases, customers need only provide proof of residence and income and a few references.

Speese, who appears on camera in the TV and microsite elements of the campaign, explains that with the flexible payment and ownership options, customers can take their budget and lifestyle needs into consideration. And he points out that unlike retail stores that add high costs for delivery and other services, at Rent-A-Center these services are included at no additional charge.

For media fact sheets and other background information about Rent-A-Center, visit <http://www6.rentacenter.com/site/page/pg4286.html>.

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