Rent·A·Center®

Investor Presentation
Second Quarter 2007

July 30, 2007

Key Investment Rationale

- Leading rent-to-own operator in the U.S.
- Proven business model
- Experienced management team
- Financially solid
  - Strong cash flow generation
  - Sound balance sheet and strong credit statistics
- Continue execution in our core rent-to-own business, including the Rent-Way acquired storefronts
- Growth opportunity adding financial services within our existing store locations

Leading RTO Operator in U.S.

- Largest rent-to-own operator in the U.S.
  - 41% market share based on 3,375 domestic stores in all 50 states as of June 30, 2007
  - ColorTyme subsidiary represents an additional 3% market share
- Broad selection of high quality, brand-name merchandise through flexible rental agreements
- Primarily serves the “underbanked” consumer
- Favorable legislation – currently 47 states, the District of Columbia and Puerto Rico have legislation regulating rental purchase transactions
- Generated $2.72 billion in LTM revenue and $403.9 million in LTM adjusted EBITDA as of June 30, 2007

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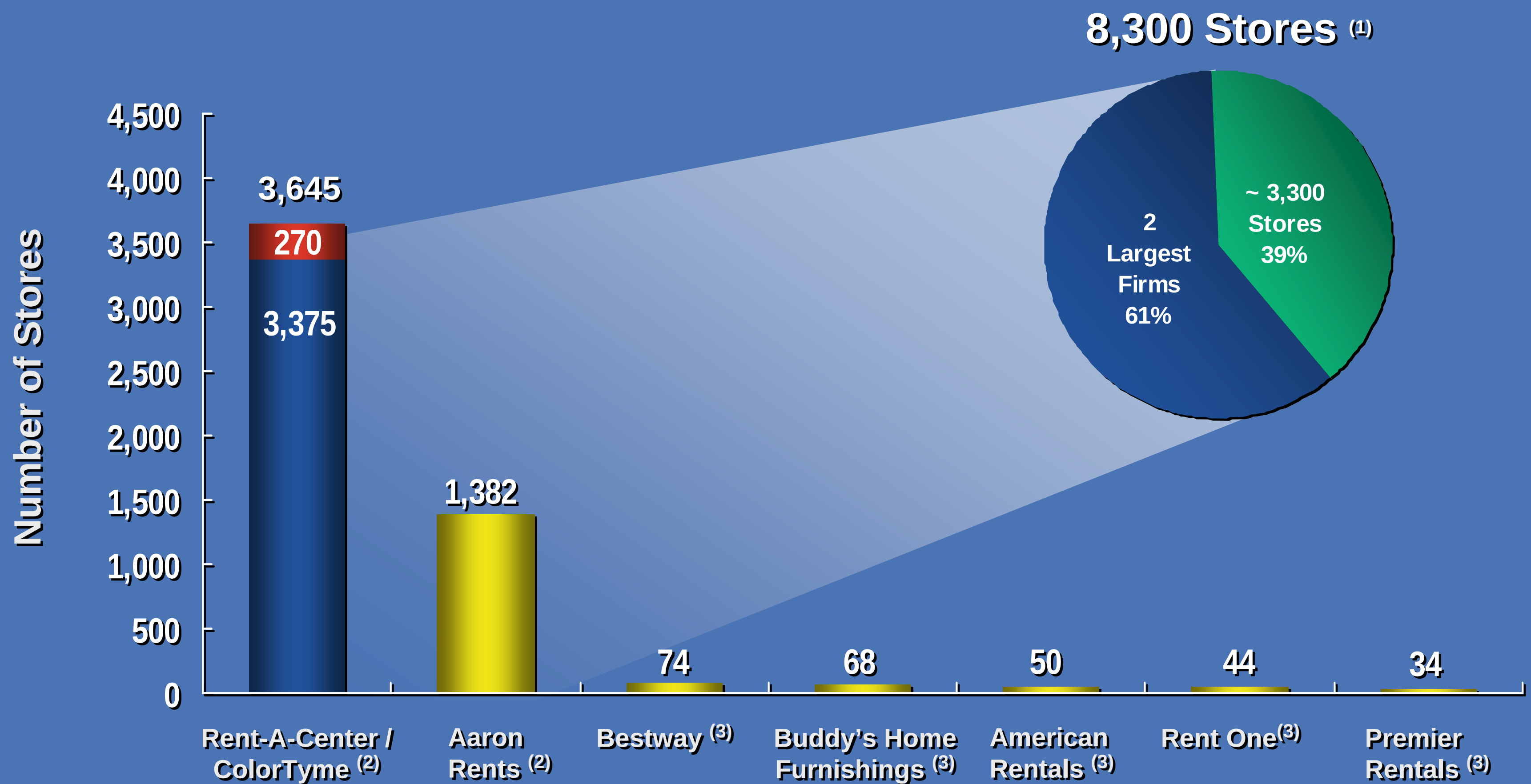
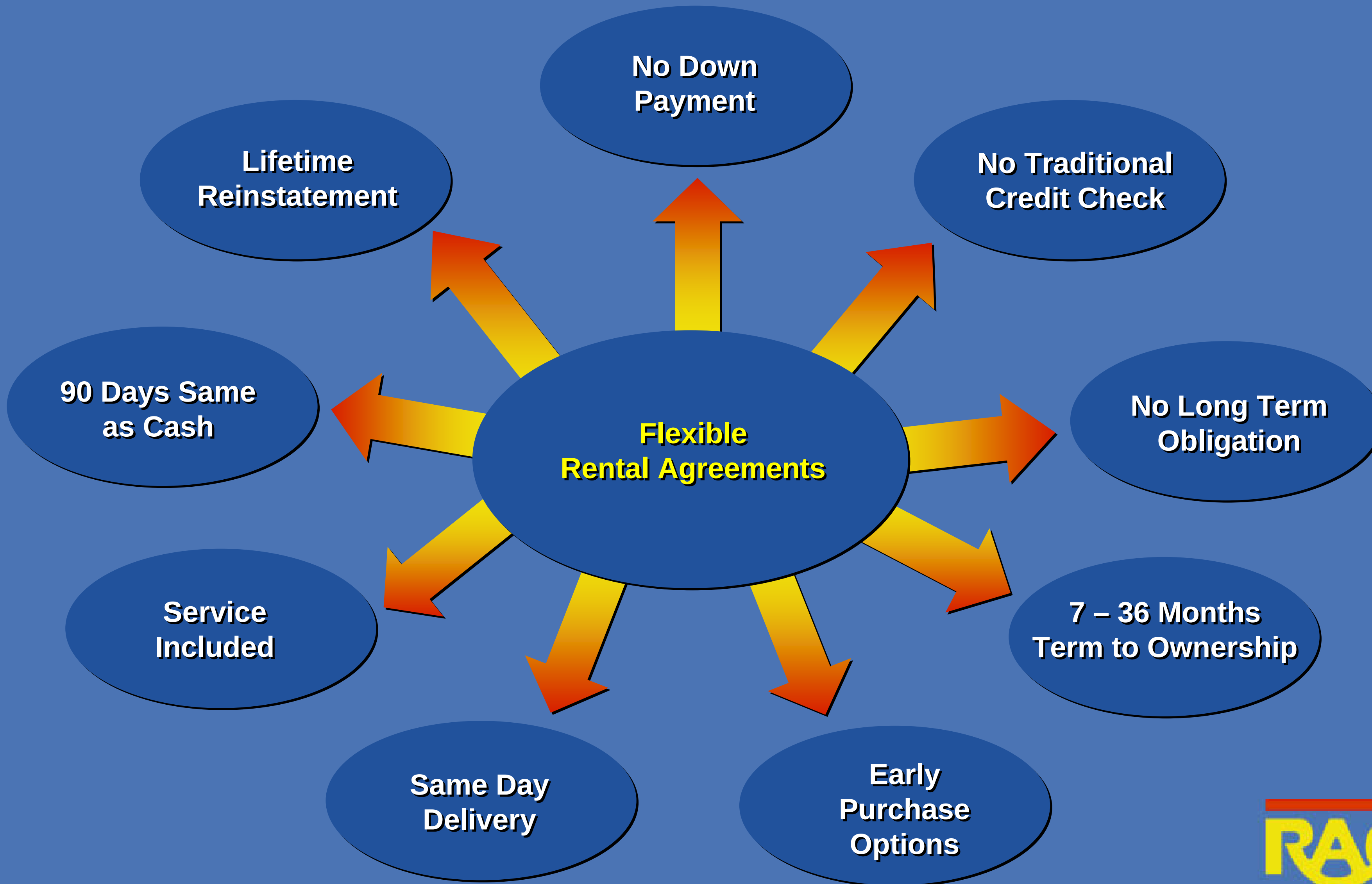
Leading Player in Fragmented Marketplace



	Rent-A-Center / ColorTyme	Aaron Rents	Bestway	Buddy's Home Furnishings	American Rentals	Rent One	Premier Rentals
Market Share[1]	43.9%	16.7%	0.9%	0.8%	0.6%	0.5%	0.4%

Notes: (1) Based on Association of Progressive Rental Organization (APRO) estimates in 2006 Industry Survey (based on 2005 results) of 8,300 total stores
(2) Company data as of June 30, 2007
(3) Company website estimates as of July 26, 2007

Rent-to-Own is an Appealing Transaction...



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...Serving the "Underbanked Working Family"...

- 75% of customers in the industry have household incomes between \$15,000 and \$50,000[1]
- 45 million households with household incomes between \$15,000 and \$50,000[2]
- Industry is serving only 2.8 million of these households[3]
- Great market opportunity
  - Domestic market opportunity of 3,000 – 5,000 additional stores
  - Rent-A-Center potential of approximately 4,000+ total stores

Note: (1) America's Research Group, August 2004
(2) U.S. Census Bureau - 2001
(3) APRO 2006 Industry Survey (based on 2005 results)

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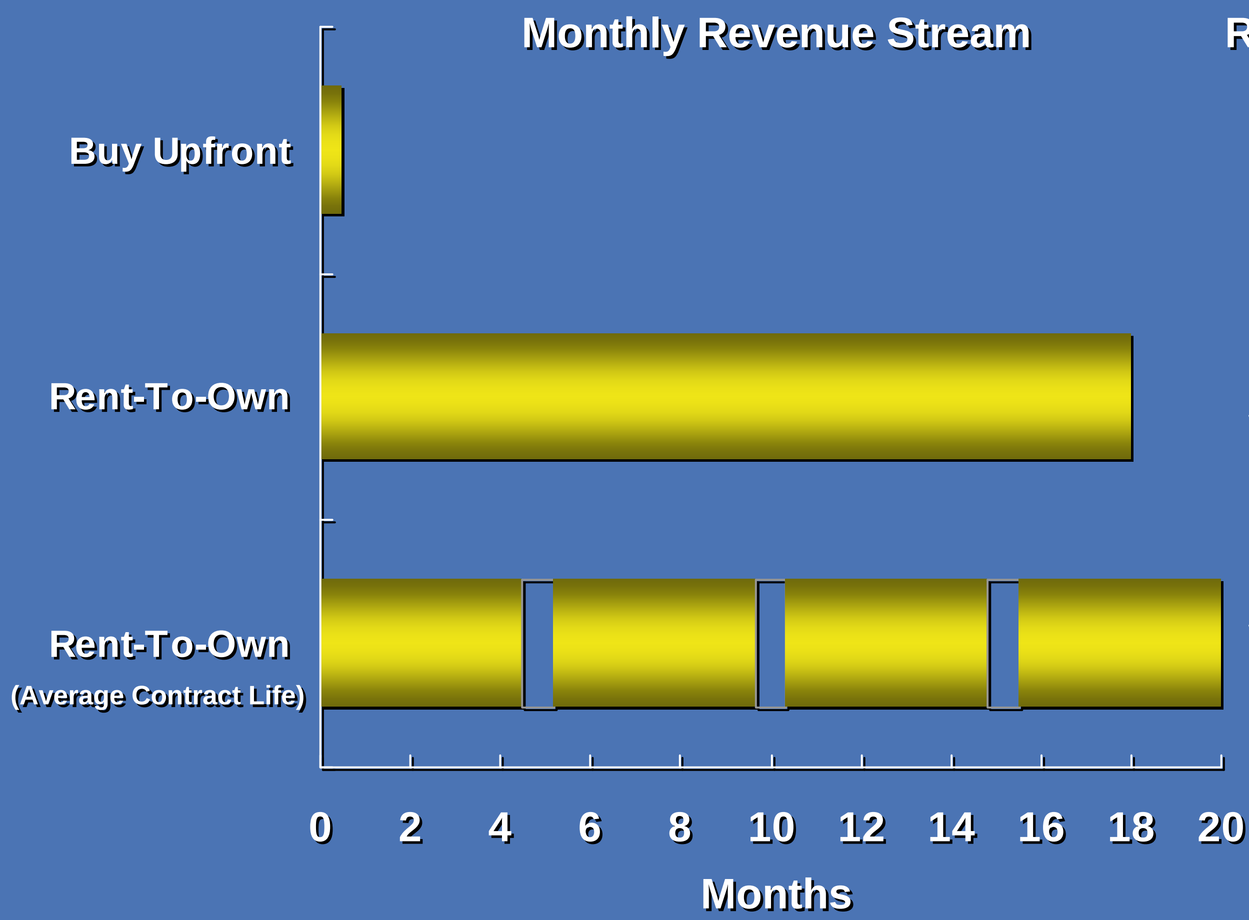
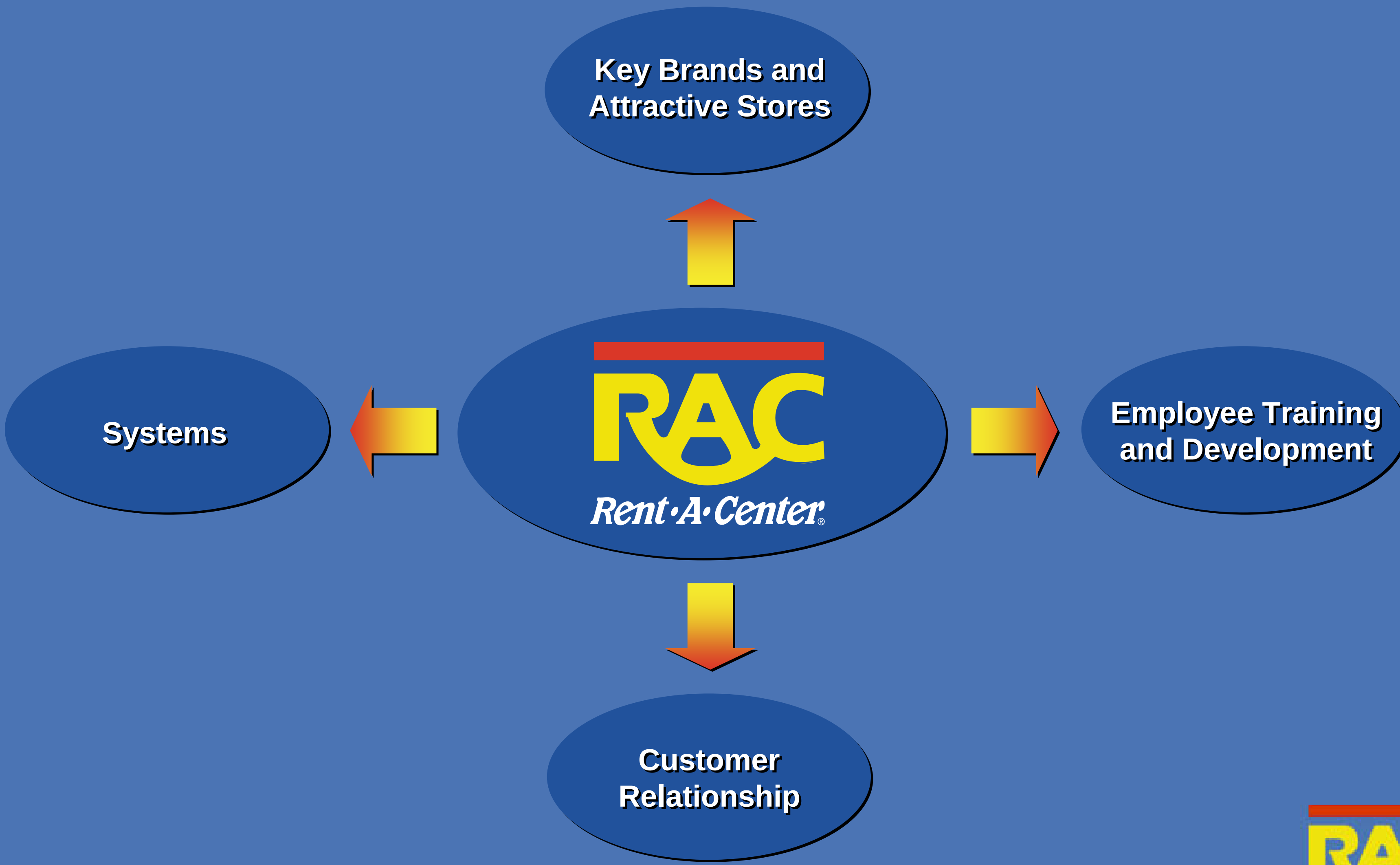
...With Attractive Economics



	Total Rental Revenues	COGS	Gross Margin
Buy Upfront	$ 900	$ 450	50.0%
Rent-To-Own	$ 1,800	$ 450	75.0%
Rent-To-Own (Average Contract Life)	$ 2,000	$ 450	77.5%

Proven Business Model



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Easily Accessible, Highly Visible Sites

Leased Sites Only

No Warehouses – Vendors Ship Directly to the Stores

High Quality, Brand-Name Merchandise

Furniture *36% of Rental Revenue*	Electronics *33% of Rental Revenue*	Appliances *16% of Rental Revenue*	Computers *15% of Rental Revenue*
Ashley	Sony	Whirlpool	hp
Serta	LG		Compaq
Simmons	Toshiba		Sony
klaussner home furnishings	JVC		Dell
	Philips		Toshiba

Actual data for the twelve months ended June 30, 2007

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Experienced Management Team

- Senior management team is the most experienced in RTO industry
  - CEO Mark Speese has over 28 years of RTO experience
  - President Mitch Fadel has over 24 years of RTO experience
  - Senior executives average over 15 years of RTO experience
- Attracting the best personnel with industry-leading salary and incentive plans

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Strategic Objectives

- Enhance store level operations and profitability in both our core and acquired Rent-Way stores
  - Grow same store sales
  - Maintain expense control
- Open new stores
- Acquire existing rent-to-own stores
  - Storefronts
  - Customer accounts
- Growth opportunity adding financial services within our existing store locations
- Repurchase our common stock and de-lever balance sheet

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Acquired Rent-Way stores

- Of 782 stores acquired, 80% remain open
- As of June 30, 2007, stores on track and performing as expected
- Now, a matter of execution by working to enhance their operations with a 3 year objective of growing their revenue and profitability to 90% of a typical Rent-A-Center store that generates approximately:
  - $70,000/month in revenue
  - 20%+ store operating income (before overhead)

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Strong New Store Economics

- Start-up investment of approximately $500,000 (3/4 for inventory)
- Begin turning a monthly profit in approximately nine months
- Cumulative break even within 18–24 months
- Internal Rate of Return of approximately 50% [(1)]

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	$425,000	$675,000	$750,000	$800,000	$825,000
EBITDA [(1)]	($50,000)	$110,000	$140,000	$160,000	$170,000
EBITDA Margin [(1)]	(12%)	16%	19%	20%	21%

Note: (1) Before market and corporate allocation and income tax expense, terminal value of 6.5 x EBITDA in Year 5

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Financial Services – Business Rationale

- Financial Services Industry
  - High growth – analyst estimate of high single digit store growth
  - Fragmented – similar to rent-to-own 25 years ago
  - Customer within RAC's national footprint

- RAC's Strengths
  - Developing ongoing and lasting relationships with customers
  - Leveraging our real estate
  - Operating cash flow to support growth
  - Legislative expertise

Financial Services – Measured Approach Implementation

- Product offerings – primarily include deferred deposit and unsecured loans, check cashing, money transfers and money orders, debit cards and tax preparation
- Focusing on states that have enabling legislation
- Continue to fine-tune processes
    - Approval and collection
    - Cash control and cash management
    - Measure and manage losses
- Build scale
    - Technology
    - Infrastructure
    - Management

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Financial Overview

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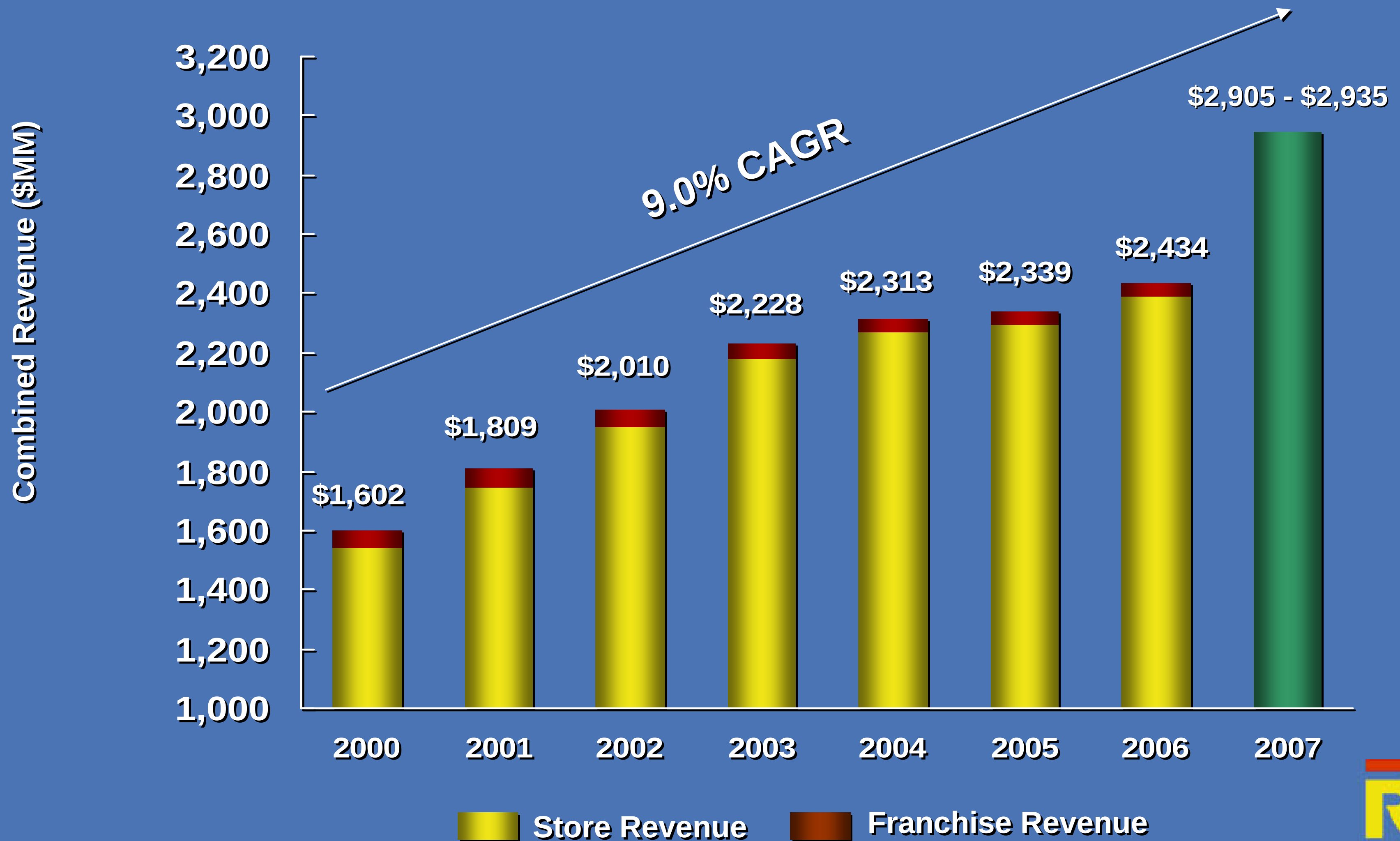
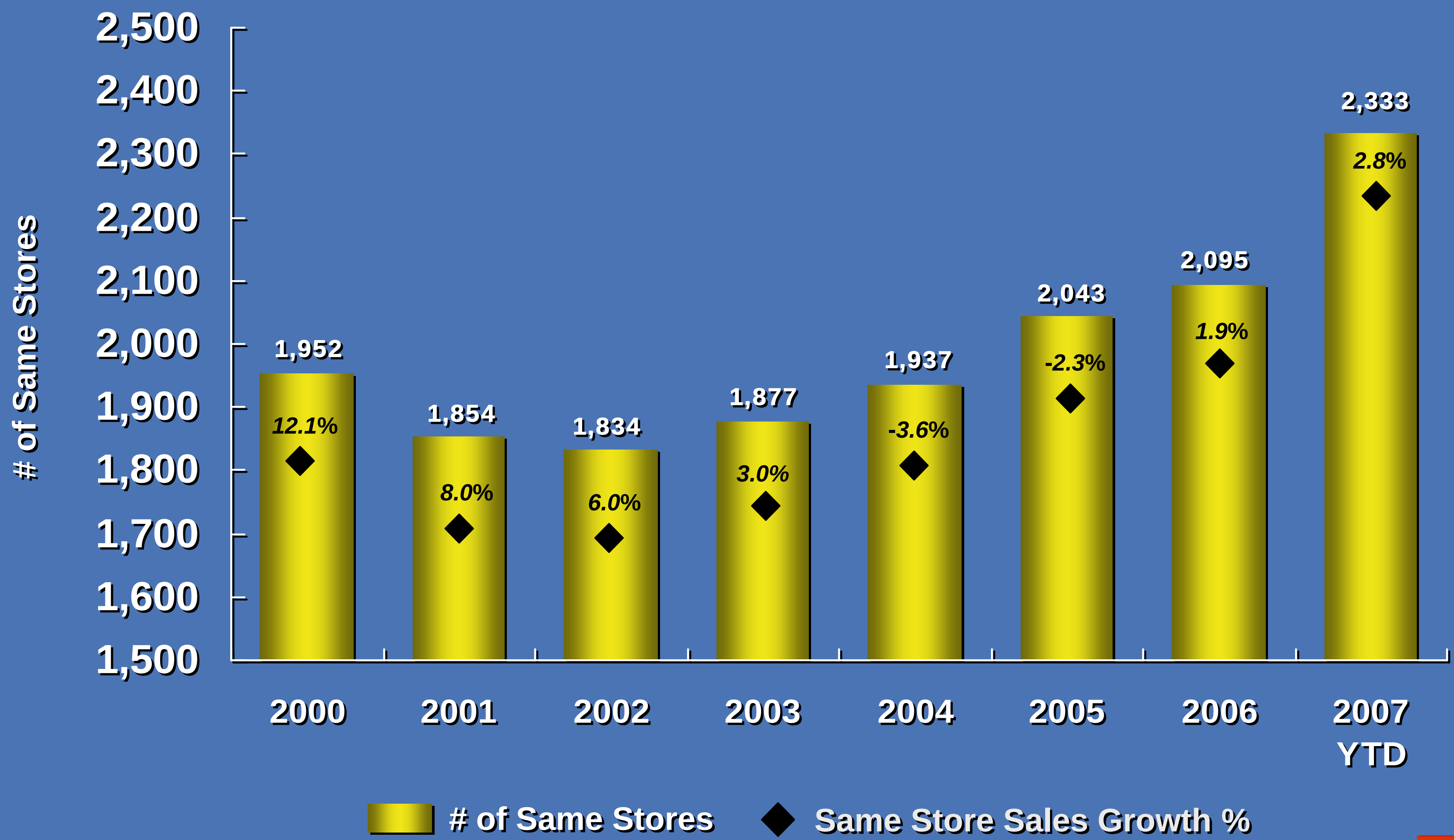
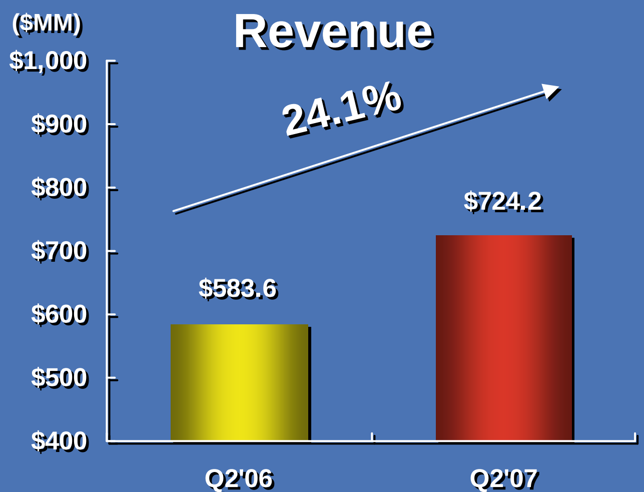
Sales Growth

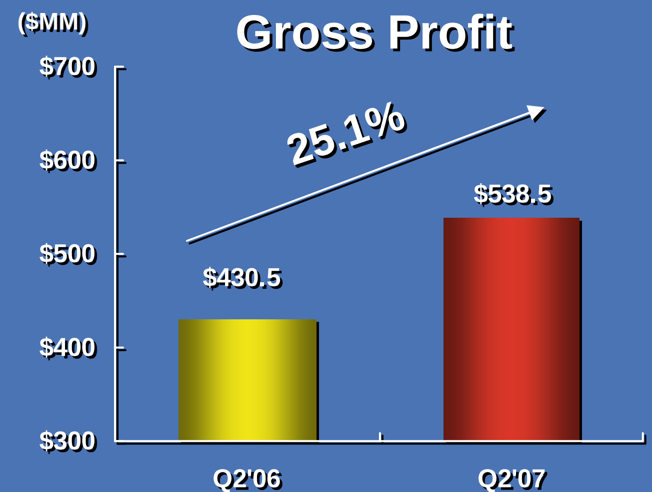


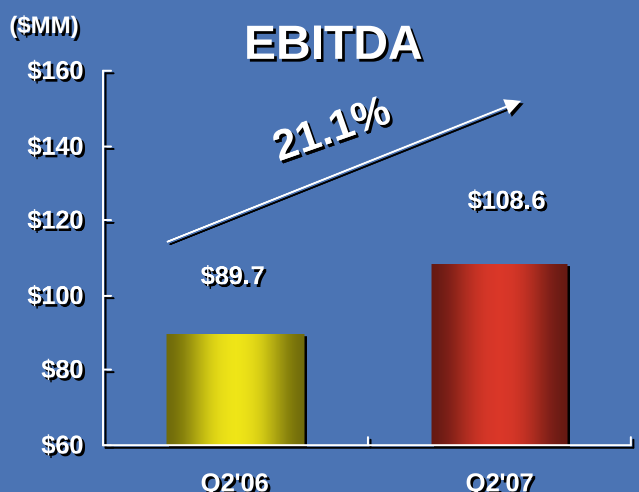
Same Store Sales Growth

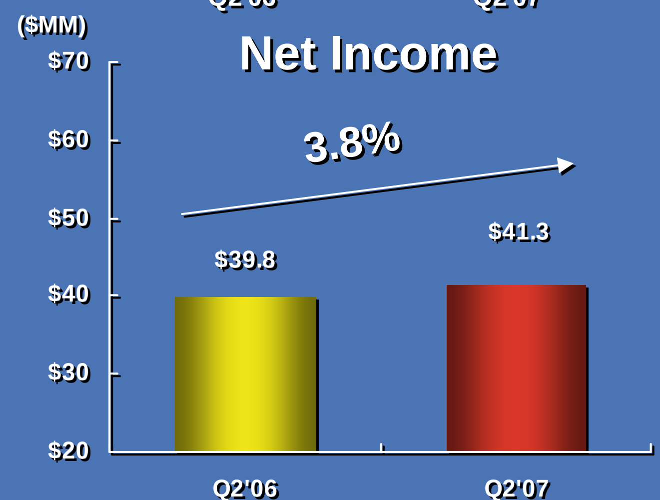


Q2'07 Review









EBITDA Margin	15.4%	15.0%

Net Income Margin	6.8%	5.7%

Current Capital Structure

(in millions of dollars)	Jun 30 2006	% of Book Capital	Jun 30 2007	% of Book Capital
Cash and Equivalents	$41.2	N/A	$79.0	N/A
Senior Credit Facilities	417.2	25.5%	933.0	42.3%
Subordinated Notes	300.0	18.4%	300.0	13.6%
Total Debt	717.2	43.9%	1,233.0	55.9%
Shareholder's Equity	915.8	56.1%	972.4	44.1%
Total Capitalization	$1,633.0	100.0%	$2,205.4	100.0%

Consolidated Leverage Ratio 2.86x (Q2'07)

Consolidated Interest Coverage Ratio 5.10x (Q2'07)

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Operating Cash Flow

Notes: Excludes non-recurring charges and credits

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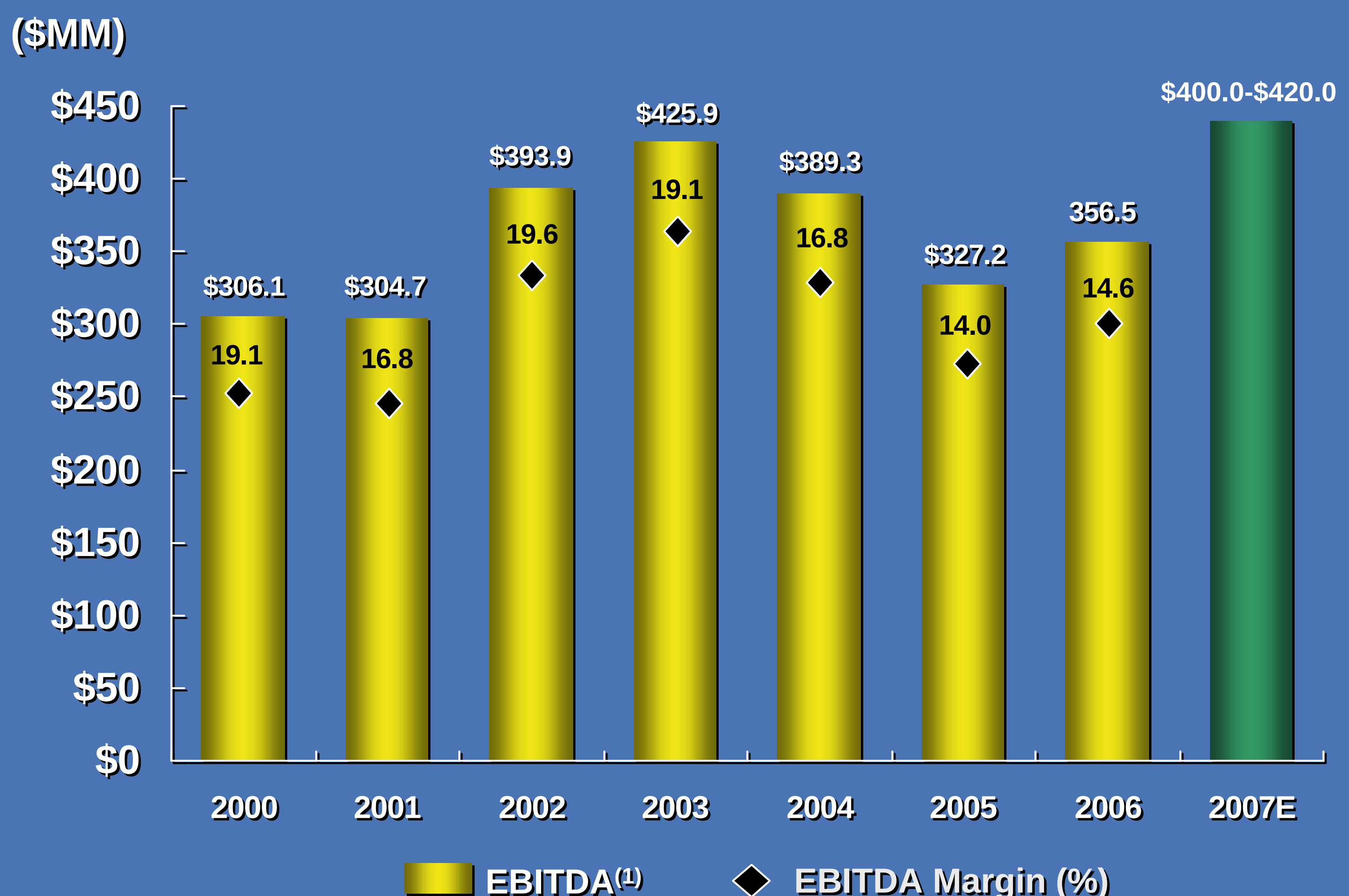
EBITDA and EBITDA Margin



Notes: Excludes non-recurring charges and credits

Schedule of Free Cash Flow
2007 Estimate ($ MM)

EBITDA	$400 - $420
Net Cash Interest	($85)
CapEx	($90)
Working Capital	($60)
Taxes	($30)
Free Cash Flow	$135 - $155

OPERATING CASH FLOW	$225 - $245
CapEx	($90)
Free Cash Flow	$135 - $155

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Guidance (per July 30, 2007 press release)

QUARTERLY	Q3'06A	Q3'07P
Total Revenue	*$587.2 MM*	*$695.0-$710.0 MM*
Diluted EPS	*$0.51* *(1,2,3)*	*$0.30 - $0.36*

(1) Excluding the effects of a $2.2 million pre-tax expense in the third quarter of 2006 for the refinancing of the Company's senior credit facility. Excluding this expense increased diluted earnings per share by approximately $0.02 in the third quarter of 2006.

(2) Excluding the effects of a $4.95 million pre-tax expense in the third quarter of 2006 associated with the settlement of the Burdusis/French/Corso litigation. Excluding this expense increased diluted earnings per share by approximately $0.04 in the third quarter of 2006.

(3) Excluding the effects of a $10.4 million pre-tax expense in the third quarter of 2006 associated with the settlement with the California Attorney General. Excluding this expense increased diluted earnings per share by approximately $0.09 in the third quarter of 2006.

Guidance (per July 30, 2007 press release)

ANNUAL	2006A	2007P
Total Revenue	*$2.434 BN*	*$2.905-$2.935 BN*
Diluted EPS	*$2.15* (1)	*$2.06 - $2.14* (2)

(1) Excludes the effects of a $58.0 million pre-tax litigation expense associated with the *Perez* case; a $4.95 million pre-tax expense associated with the settlement of the *Burdusis/French/Corso* litigation; a $4.8 million pre-tax expense for the refinancing of the Company's senior credit facility; and a $10.4 million pre-tax expense associated with the settlement with the California Attorney General. Excluding these expenses increased diluted earnings per share by approximately $0.69 for the twelve month period ended December 31, 2006.

(2) Excludes the effects of a $51.3 million pre-tax litigation expense in the first quarter of 2007 associated with the prospective settlement in the *Perez* case. Excluding this expense increased diluted earnings per share by $0.46 for the six month period ended June 30, 2007.

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Safe Harbor Statement

This press release and the guidance above contain forward-looking statements that involve risks and uncertainties. Such forward-looking statements generally can be identified by the use of forward-looking terminology such as "may," "will," "expect," "intend," "could," "estimate," "should," "anticipate," or "believe," or the negative thereof or variations thereon or similar terminology. Although the Company believes that the expectations reflected in such forward-looking statements will prove to be correct, the Company can give no assurance that such expectations will prove to have been correct. The actual future performance of the Company could differ materially from such statements. Factors that could cause or contribute to such differences include, but are not limited to: uncertainties regarding the ability to open new rent-to-own stores; the Company's ability to acquire additional rent-to-own stores on favorable terms; the Company's ability to identify and successfully enter new lines of business offering products and services that appeal to its customer demographic, including its financial services products; the Company's ability to enhance the performance of acquired stores, including the Rent-Way stores acquired in November 2006; the Company's ability to control costs; the Company's ability to identify and successfully market products and services that appeal to its customer demographic; the Company's ability to enter into new and collect on its rental purchase agreements; the Company's ability to enter into new and collect on its short term loans; the passage of legislation adversely affecting the rent-to-own or financial services industries; interest rates; economic pressures affecting the disposable income available to the Company's targeted consumers, such as high fuel and utility costs; changes in the Company's stock price and the number of shares of common stock that it may or may not repurchase; changes in estimates relating to self-insurance liabilities and income tax and litigation reserves; changes in the Company's effective tax rate; the Company's ability to maintain an effective system of internal controls; changes in the number of share-based compensation grants, methods used to value future share-based payments and changes in estimated forfeiture rates with respect to share-based compensation; the resolution of the Company's litigation; the court hearing the Perez case could refuse to approve the settlement or could require changes to the settlement that are unacceptable to the Company or the plaintiffs; one or more parties filing an objection to the settlement of the Perez case; and the other risks detailed from time to time in our SEC reports, including but not limited to, the Company's annual report on Form 10-K for the year ended December 31, 2006, and its quarterly report for the quarter ended March 31, 2007. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. Except as required by law, the Company is not obligated to publicly release any revisions to these forward-looking statements to reflect the events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events.