

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>DEMOSS RONALD D</u>	2. Date of Event Requiring Statement (Month/Day/Year) 01/14/2008	3. Issuer Name and Ticker or Trading Symbol <u>RENT A CENTER INC DE [RCII]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>SenVP - Gen. Counsel & Sec</u>	5. If Amendment, Date of Original Filed (Month/Day/Year)
(Last) (First) (Middle) <u>5501 HEADQUARTERS DRIVE</u>			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
(Street) <u>PLANO TX 75024</u>			
(City) (State) (Zip)			

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<u>Common</u>	<u>155</u>	<u>D</u>	

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/31/2008⁽¹⁾</u>	<u>01/31/2017</u>	<u>Common</u>	<u>520</u>	<u>28.81</u>	<u>D</u>
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/02/2008⁽²⁾</u>	<u>01/02/2017</u>	<u>Common</u>	<u>10,000</u>	<u>29.51</u>	<u>D</u>

Explanation of Responses:

- On January 31, 2007, the reporting person was granted options to purchase the common stock, \$.01 par value per share of Rent-A-Center, Inc. (the "Company") pursuant to the Company's 2006 Equity Incentive Plan. These options shall vest ratably over a four-year period, vesting in equal amounts on each of January 31, 2008, January 31, 2009, January 31, 2010 and January 31, 2011.
- On January 2, 2007, the reporting person was granted options to purchase the common stock, \$.01 par value per share of Rent-A-Center, Inc. (the "Company") pursuant to the Company's 2006 Equity Incentive Plan. These options shall vest ratably over a four-year period, vesting in equal amounts on each of January 2, 2008, January 2, 2009, January 2, 2010 and January 2, 2011.

Remarks:

Ronald D. DeMoss01/14/2008

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.