

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person * <u>West David E.</u> <hr/> (Last) (First) (Middle) 5501 HEADQUARTERS DRIVE <hr/> (Street) PLANO TX 75024 <hr/> (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol <u>RENT A CENTER INC DE [RCII]</u>			5. 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>EVP - Operational Services</u>		
			3. Date of Earliest Transaction (Month/Day/Year) 02/18/2011					
			4. If Amendment, Date of Original Filed (Month/Day/Year)					
			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person					

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common	02/18/2011		M		10,000	A	\$29.38	20,025	D	
Common	02/18/2011		M		5,632	A	\$15.26	25,657	D	
Common	02/18/2011		M		4,144	A	\$15.37	29,801	D	
Common	02/18/2011		M		2,660	A	\$19.52	32,461	D	
Common	02/18/2011		M		1,735	A	\$28.81	34,196	D	
Common	02/18/2011		M		1,450	A	\$19.7	35,646	D	
Common	02/18/2011		S		1,255	D	\$33.21 ⁽¹⁾	34,391	D	
Common	02/18/2011		S		25,621	D	\$33.3105	8,770	D	

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					
Employee Stock Option (Right to Purchase)	\$29.38	02/18/2011		M			10,000	01/02/2008	01/02/2014	Common 10,000	\$0.0000	0.0000	D	
Employee Stock Option (Right to Purchase)	\$19.7	02/18/2011		M			1,450	01/29/2011	01/29/2020	Common 1,450	\$0.0000	4,352	D	
Employee Stock Option (Right to Purchase)	\$15.26	02/18/2011		M			5,632	01/30/2009	01/30/2018	Common 5,632	\$0.0000	1,878	D	
Employee Stock Option (Right to Purchase)	\$15.37	02/18/2011		M			4,144	01/30/2010	01/30/2019	Common 4,144	\$0.0000	4,145	D	
Employee Stock Option (Right to Purchase)	\$19.52	02/18/2011		M			2,660	01/31/2007	01/31/2016	Common 2,660	\$0.0000	0.0000	D	

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (Right to Purchase)	\$28.81	02/18/2011		M			1,735	01/31/2008	01/31/2017	Common	1,735	\$0.0000	0.0000	D	

Explanation of Responses:

1. Closing sales price on February 18, 2011, the date on which the insider requested the sale transaction with the issuer's transfer agent. Actual transaction information was not available at the time of filing. An amendment with actual transaction information will be filed as soon as such transaction information become available.

/s/ David E. West

02/21/2011

** 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 4 (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.