

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL	
OMB Number:	3235-0104
Estimated average burden hours per response:	0.5

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>Denman Mark E.</u> (Last) (First) (Middle) 5501 HEADQUARTERS DRIVE (Street) PLANO TX 75024 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 02/28/2015	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) EVP - Acceptance Now	5. 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 Form filed by More than One Reporting Person

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)
Common	3,765	D	
Common	10	I	By Deferred Compensation Plan

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	Title	Amount or Number of Shares			
Employee Stock Option (Right to Purchase)	01/31/2015 ⁽¹⁾	01/31/2024	Common	5,161	25.03	D	
Employee Stock Option (Right to Purchase)	10/03/2012 ⁽¹⁾	10/03/2021	Common	3,750	27.45	D	
Employee Stock Option (Right to Purchase)	02/06/2016 ⁽¹⁾	02/06/2025	Common	7,201	29.31	D	
Employee Stock Option (Right to Purchase)	01/03/2012 ⁽¹⁾	01/03/2021	Common	2,500	32.28	D	
Employee Stock Option (Right to Purchase)	01/31/2014 ⁽¹⁾	01/31/2023	Common	3,151	34.77	D	
Employee Stock Option (Right to Purchase)	01/31/2013 ⁽¹⁾	01/31/2022	Common	1,860	37.19	D	

Explanation of Responses:

1. Options vest ratably over 4 years beginning on the first anniversary of the date of grant and becoming fully exercisable on the 4th anniversary of the date of grant (25% of the total number of shares granted vesting on each such anniversary date). Options expire 10 years from the date of grant.

/s/ Mark E. Denman

03/03/2015

** 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.