



October 15, 2013

VIA EDGAR and Federal Express

Securities and Exchange Commission Headquarters
Division of Corporation Finance
100 F Street, NE
Washington, DC 20549
Attention: Sherry Haywood and Pamela Long

Re: Rent-A-Center, Inc. and related subsidiaries
Registration Statement on Form S-4/A
Filed September 27, 2013
Commission File No. 333-190830

Ladies and Gentlemen:

Pursuant to the letter, dated October 10, 2013, from Rent-A-Center, Inc. and each of the co-registrants listed on Annex A hereto (collectively, the "Registrants"), the Registrants had requested that the effectiveness of their Registration Statement on Form S-4, as amended (Registration No. 333-190830), be accelerated so that such Registration Statement would become effective at 4:00 p.m. EDT on October 16, 2013, or as soon thereafter as practicable. The Registrants hereby request to withdraw its aforementioned request to accelerate the effectiveness of such Registration Statement and intend to request effectiveness of such Registration Statement in the near future pursuant to a separate request for effectiveness.

[Signature page follows.]

Very truly yours,

Rent-A-Center, Inc.

By: /s/ Dawn Wolverton
Dawn Wolverton
Assistant General Counsel and Secretary

Annex A

Rent-A-Center Franchising International, Inc.*
ColorTyme Finance, Inc.
Rainbow Rentals, Inc.
RAC National Product Service, LLC.
Remco America, Inc.
Rent-A-Center Addison, L.L.C.
Rent-A-Center East, Inc.
Rent-A-Center International Inc.
Rent-A-Center Texas, L.P.

Rent-A-Center Texas, L.L.C.
Rent-A-Center West, Inc.
Get It Now, LLC
The Rental Store, Inc.
RAC Acceptance East, LLC
RAC Acceptance West, LLC
RAC Acceptance Texas, LLC
RAC Mexico Holdings I, LLC
RAC Mexico Holdings II, LLC

*Formerly known as ColorTyme, Inc.
