

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Cordon Ricardo</u>	2. Date of Event Requiring Statement (Month/Day/Year) 01/01/2014	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>EVP - Mexico</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>2,110</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	Title	Amount or Number of Shares			
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/30/2009⁽¹⁾</u>	<u>01/30/2018</u>	<u>Common</u>	<u>2,840</u>	<u>15.26</u>	<u>D</u>	
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/30/2010⁽¹⁾</u>	<u>01/30/2019</u>	<u>Common</u>	<u>2,494</u>	<u>15.37</u>	<u>D</u>	
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/29/2011⁽¹⁾</u>	<u>01/29/2020</u>	<u>Common</u>	<u>1,712</u>	<u>19.7</u>	<u>D</u>	
<u>Employee Stock Option (Right to Purchase)</u>	<u>07/02/2008⁽¹⁾</u>	<u>07/02/2017</u>	<u>Common</u>	<u>10,000</u>	<u>26.23</u>	<u>D</u>	
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/31/2012⁽¹⁾</u>	<u>01/31/2021</u>	<u>Common</u>	<u>1,413</u>	<u>29.91</u>	<u>D</u>	
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/31/2014⁽¹⁾</u>	<u>01/31/2023</u>	<u>Common</u>	<u>3,768</u>	<u>34.77</u>	<u>D</u>	
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/31/2013⁽¹⁾</u>	<u>01/31/2022</u>	<u>Common</u>	<u>2,924</u>	<u>37.19</u>	<u>D</u>	

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/ Ricardo Cordon01/02/2014

** 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.