

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Notice of Effectiveness

**Effectiveness Date:** October 25, 2013 12:30 P.M.

**Form:** S-4

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**CIK:** [0000933036](#)

**Company Name:** RENT A CENTER INC DE

**File Number:** [333-190830](#)

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**CIK:** [0001072259](#)

**Company Name:** Rent-A-Center Franchising International, Inc.

**File Number:** [333-190830-18](#)

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**CIK:** [0001510701](#)

**Company Name:** ColorTyme Finance, Inc.

**File Number:** [333-190830-17](#)

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**CIK:** [0001058441](#)

**Company Name:** RAINBOW RENTALS INC

**File Number:** [333-190830-16](#)

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**CIK:** [0001510766](#)

**Company Name:** RAC National Product Service, LLC

**File Number:** [333-190830-15](#)

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**CIK:** [0000799305](#)

**Company Name:** REMCO AMERICA INC

**File Number:** [333-190830-14](#)

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**CIK:** [0001510670](#)

**Company Name:** Rent-A-Center Addison, L.L.C.

**File Number:** [333-190830-13](#)

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**CIK:** [0001250776](#)

**Company Name:** RENT A CENTER EAST INC

**File Number:** [333-190830-12](#)

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**CIK:** [0000718451](#)

**Company Name:** RENT A CENTER WEST INC

**File Number:** [333-190830-11](#)

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**CIK:** [0001510671](#)

**Company Name:** Rent-A-Center International Inc.

**File Number:** [333-190830-10](#)

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**CIK:** [0001250775](#)

**Company Name:** RENT A CENTER TEXAS LP

**File Number:** [333-190830-09](#)

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**CIK:** [0001251775](#)

**Company Name:** RENT A CENTER TEXAS LLC

**File Number:** [333-190830-08](#)

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**CIK:** [0001585122](#)

**Company Name:** RAC Mexico Holdings II, LLC

**File Number:** [333-190830-07](#)

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**CIK:** [0001250774](#)

**Company Name:** GET IT NOW LLC

**File Number:** [333-190830-06](#)

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**CIK:** [0001510685](#)

**Company Name:** Rental Store, Inc.

**File Number:** [333-190830-05](#)

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**CIK:** [0001585120](#)

**Company Name:** RAC Acceptance East, LLC

**File Number:** [333-190830-04](#)

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**CIK:** [0001585119](#)

**Company Name:** RAC Acceptance Texas, LLC

**File Number:** [333-190830-03](#)

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**CIK:** [0001585121](#)

**Company Name:** RAC Acceptance West, LLC

**File Number:** [333-190830-02](#)

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**CIK:** [0001585123](#)

**Company Name:** RAC Mexico Holdings I, LLC

**File Number:** [333-190830-01](#)