

**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	
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1. Name and Address of Reporting Person* <u>DEMOSS RONALD D</u>  (Last) (First) (Middle) 5501 HEADQUARTERS DRIVE  (Street) PLANO TX 75024  (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 Officer (give title below) Other (specify below) EVP - Gen. Counsel
	3. Date of Earliest Transaction (Month/Day/Year) 01/31/2013	
		6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person 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	01/31/2013		A		1,944 <sup>(1)</sup>	A	\$0.0000	11,448	D	
Common	01/31/2013		M		1,942	A	\$15.37	13,390	D	
Common	01/31/2013		M		1,469	A	\$29.91	14,859	D	
Common	01/31/2013		M		1,425	A	\$19.7	16,284	D	
Common	01/31/2013		S		4,836	D	\$35.3807	11,448	D	
Common	01/31/2013		S		5,708	D	\$35.3819	5,740	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)	\$19.7	01/31/2013		M			1,425	01/29/2011	01/29/2020	Common	1,425	\$0.0000	1,424	D	
Employee Stock Option (Right to Purchase)	\$15.37	01/31/2013		M			1,942	01/30/2010	01/30/2019	Common	1,942	\$0.0000	0.0000	D	
Employee Stock Option (Right to Purchase)	\$29.91	01/31/2013		M			1,469	01/31/2012	01/31/2022	Common	1,469	\$0.0000	2,939	D	
Employee Stock Option (Right to Purchase)	\$34.77	01/31/2013		A			8,518	01/31/2014 <sup>(2)</sup>	01/31/2023	Common	8,518	\$0.0000	8,518	D	

**Explanation of Responses:**

- Represents restricted stock units which vest upon completion of three years of continuous employment with the issuer from January 31, 2013.
- 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/ Ronald D. DeMoss 02/04/2013

\*\* 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.