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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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**FORM 8-K**

**CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

**Date of Report:**  
**(Date of earliest event reported)**  
**October 28, 2010**

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**RENT-A-CENTER, INC.**

(Exact name of registrant as specified in charter)

**Delaware**  
(State or other  
jurisdiction of  
incorporation or organization)

**0-25370**  
(Commission File Number)

**45-0491516**  
(IRS Employer  
Identification No.)

**5501 Headquarters Drive**  
**Plano, Texas 75024**  
(Address of principal executive offices and zip code)

**(972) 801-1100**  
(Registrant's telephone  
number, including area code)

**N/A**  
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the Registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425).
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12).
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b)).
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c)).
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**Item 7.01 Regulation FD Disclosure.**

On October 27, 2010, Rent-A-Center, Inc. (the “Company”) issued a press release announcing that its board of directors increased the authorization for stock repurchases under the Company’s common stock repurchase plan from \$600 million to \$800 million. Under the Company’s common stock repurchase plan, shares may be repurchased in the open market or in privately negotiated transactions at times and amounts considered appropriate by the Company.

The information furnished in this Current Report on Form 8-K, including Exhibit 99.1, shall not be deemed to be “filed” for purposes of Section 18 of the Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section, unless the Company specifically states that the information is to be considered “filed” under the Exchange Act or incorporates it by reference into a filing under the Exchange Act or the Securities Act of 1933, as amended.

**Item 8.01 Other Events.**

On October 28, 2010, the Company issued a press release announcing that it intends to offer, pursuant to Rule 144A and Regulation S under the Securities Act of 1933, as amended, up to \$300 million in principal amount of senior unsecured notes due 2020. The Company intends to use a portion of the net proceeds from the offering to repay term loans under the Company’s existing senior credit facilities. The Company intends to use the remaining net proceeds from the offering, together with cash on hand, to repurchase shares of the Company’s common stock.

This report and the statements contained in Exhibit 99.2 do not and shall not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sale of any securities in any state in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state.

**Item 9.01 Financial Statements and Exhibits**

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|------|---|
| 99.1 | Press Release issued on October 27, 2010 by Rent-A-Center, Inc. |
| 99.2 | Press Release issued on October 28, 2010 by Rent-A-Center, Inc. |
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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**RENT-A-CENTER, INC.**

Date: October 28, 2010

By: /s/ Robert D. Davis

Robert D. Davis  
Executive Vice President — Finance, Chief Financial  
Officer & Treasurer

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## EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release issued on October 27, 2010 by Rent-A-Center, Inc.
99.2	Press Release issued on October 28, 2010 by Rent-A-Center, Inc.

For Immediate Release:

**RENT-A-CENTER ANNOUNCES INCREASED  
AUTHORIZATION OF STOCK REPURCHASES**

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**PLANO, Texas, October 27, 2010** — Rent-A-Center, Inc. (the “Company”) (NASDAQ/NGS: RCII) today announced that its Board of Directors has increased the authorization for stock repurchases under the Company’s common stock repurchase plan from \$600 million to \$800 million. Under the Company’s common stock repurchase plan, shares may, from time to time, be repurchased in the open market or in privately negotiated transactions at amounts considered appropriate by the Company. To date, the Company has repurchased a total of 22,066,352 shares of the Company’s common stock for an aggregate purchase price of approximately \$512.5 million since the repurchase plan’s inception. In the current year, the Company has repurchased a total of 2,181,502 shares for approximately \$45.9 million in cash.

Rent-A-Center, Inc., headquartered in Plano, Texas, currently operates approximately 3,000 company-owned stores nationwide and in Canada and Puerto Rico. The stores generally offer high-quality, durable goods such as major consumer electronics, appliances, computers and furniture and accessories under flexible rental purchase agreements that generally allow the customer to obtain ownership of the merchandise at the conclusion of an agreed upon rental period. ColorTyme, Inc., a wholly owned subsidiary of the Company, is a national franchiser of approximately 200 rent-to-own stores operating under the trade name of “ColorTyme.”

**Contact for Rent-A-Center, Inc.:**

David E. Carpenter  
Vice President of Investor Relations  
(972) 801-1214  
david.carpenter@rentacenter.com

For Immediate Release:

**RENT-A-CENTER ANNOUNCES INTENTION TO OFFER  
\$300 MILLION IN SENIOR UNSECURED NOTES**

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**PLANO, Texas, October 28, 2010** — Rent-A-Center, Inc. (the “Company”) (NASDAQ/NGS: RCII) today announced that it intends to make a private offering of \$300 million in principal amount of senior unsecured notes due 2020. The Company intends to use \$200 million of the net proceeds from the offering to repay term loans under the Company’s existing senior secured credit facilities and the remaining net proceeds to repurchase shares of the Company’s common stock.

The Company will make the offering pursuant to an exemption under the Securities Act of 1933, as amended (the “Securities Act”). The proposed senior unsecured notes will be offered by the initial purchasers only to qualified institutional buyers in reliance on the exemption from registration set forth in Rule 144A of the Securities Act and outside the United States to non-U.S. persons in reliance on the exemption from registration set forth in Regulation S under the Securities Act, and may not be offered or sold in the United States absent registration under the Securities Act or an applicable exemption from the registration requirements of the Securities Act and applicable state securities or blue sky laws and foreign securities laws.

This press release shall not constitute an offer to sell, or the solicitation of an offer to buy, any securities, nor shall there be any sales of securities mentioned in this press release in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.

**Contact for Rent-A-Center, Inc.:**

David E. Carpenter  
Vice President of Investor Relations  
(972) 801-1214  
david.carpenter@rentacenter.com

*This press release contains forward-looking statements that involve risks and uncertainties. Such forward-looking statements generally can be identified by the use of forward-looking terminology such as “may,” “will,” “expect,” “intend,” “could,” “estimate,” “should,” “anticipate,” or “believe,” or the negative thereof or variations thereon or similar terminology. Although the Company believes that the expectations reflected in such forward-looking statements will prove to be correct, the Company can give no assurance that such expectations will prove to have been correct. The Company’s ability to successfully complete the transactions referred to in this press release is subject to numerous factors and contingencies, many of which are beyond the Company’s control. These include local and national economic, credit and capital market conditions, including prevailing interest rates, legal and regulatory developments, and applicable securities regulations or accounting standards. Any of these factors or others not named herein could cause the Company to abandon the referenced transaction or cause the Company’s actual results to differ materially from the forward-looking statements contained in this press release, including the other risks detailed*

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*from time to time in the Company's SEC reports, including but not limited to, its annual report on Form 10-K for the year ended December 31, 2009, and its quarterly reports on Form 10-Q for the quarters ended March 31, 2010, June 30, 2010 and September 30, 2010. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. Except as required by law, the Company is not obligated to publicly release any revisions to these forward-looking statements to reflect the events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events.*