

## 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>West David E.</u>	2. Date of Event Requiring Statement (Month/Day/Year) 07/25/2008	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 - Operational Services</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>2,820</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				
<u>Employee Stock Option (Right to Purchase)</u>	<u>10/01/2003<sup>(1)</sup></u>	<u>10/01/2009</u>	<u>Common</u>	<u>3,125</u>	<u>7.15</u>	<u>D</u>
<u>Employee Stock Option (Right to Purchase)</u>	<u>12/31/2003<sup>(1)</sup></u>	<u>12/31/2009</u>	<u>Common</u>	<u>3,125</u>	<u>7.925</u>	<u>D</u>
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/30/2009<sup>(1)</sup></u>	<u>01/30/2018</u>	<u>Common</u>	<u>7,510</u>	<u>15.26</u>	<u>D</u>
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/31/2007<sup>(1)</sup></u>	<u>01/31/2016</u>	<u>Common</u>	<u>2,660</u>	<u>19.52</u>	<u>D</u>
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/31/2008<sup>(1)</sup></u>	<u>01/31/2017</u>	<u>Common</u>	<u>1,735</u>	<u>28.81</u>	<u>D</u>
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/02/2008<sup>(1)</sup></u>	<u>01/02/2014</u>	<u>Common</u>	<u>10,000</u>	<u>29.38</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.

## Remarks:

David E. West07/25/2008

\*\* 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.