

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Herman Fred E.</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 - Shared 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>5,796</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>01/30/2009⁽¹⁾</u>	<u>01/30/2018</u>	<u>Common</u>	<u>2,565</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>2,227</u>	<u>15.37</u>	<u>D</u>
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/31/2007⁽¹⁾</u>	<u>01/31/2016</u>	<u>Common</u>	<u>530</u>	<u>19.52</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>1,529</u>	<u>19.7</u>	<u>D</u>
<u>Employee Stock Option (Right to Purchase)</u>	<u>01/31/2008⁽¹⁾</u>	<u>01/31/2017</u>	<u>Common</u>	<u>520</u>	<u>28.81</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>1,244</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>3,486</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>1,912</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/ Fred E. Herman01/03/2014

** 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.