

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Notice of Effectiveness

**Effectiveness Date:** May 9, 2011 5:30 P.M.

**Form:** S-4

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

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

**File Number:** [333-171867](#)

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

**Company Name:** COLORTYME INC

**File Number:** [333-171867-14](#)

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

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

**File Number:** [333-171867-13](#)

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

**Company Name:** RAINBOW RENTALS INC

**File Number:** [333-171867-12](#)

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

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

**File Number:** [333-171867-11](#)

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

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

**File Number:** [333-171867-10](#)

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

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

**File Number:** [333-171867-09](#)

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

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

**File Number:** [333-171867-08](#)

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**CIK:** [0001510684](#)

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

**File Number:** [333-171867-07](#)

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

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

**File Number:** [333-171867-06](#)

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

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

**File Number:** [333-171867-05](#)

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

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

**File Number:** [333-171867-04](#)

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

**Company Name:** GET IT NOW LLC

**File Number:** [333-171867-03](#)

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

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

**File Number:** [333-171867-02](#)

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

**Company Name:** REMCO AMERICA INC

**File Number:**

[333-171867-01](#)