

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	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>ARENDR STEVEN M</u> (Last) (First) (Middle) <u>5700 TENNYSON PARKWAY</u> <u>FIRST FLOOR</u> (Street) <u>PLANO TX 75024</u> (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 <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>CEO of ColorTyme, Inc.</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>02/25/2004</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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 stock, par value \$.01 per share	02/25/2004		M		3,000	A	\$12.2	3,000	D	
Common stock, par value \$.01 per share	02/25/2004		S		1,000	D	\$32.19	2,000	D	
Common stock, par value \$.01 per share	02/25/2004		S		2,000	D	\$32.18	0	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
Employee Stock Option (Right to Purchase)	\$12.2	02/25/2004		M			3,000	(1)	(1)	Common Stock	3,000	(1)	8,000 ⁽²⁾	D	

Explanation of Responses:

- On January 4, 1999, the reporting person was granted 18,750 options to purchase Rent-A-Center, Inc.'s (the "Company") common stock, par value \$.01 per share (the "Common Stock"), on a one-for-one basis, pursuant to the Company's Long-Term Incentive Plan (the "Plan"). The Plan provides for a vesting period of four years, vesting in the amounts of 4,687 on January 4, 2000; 4,688 on January 4, 2001; 4,687 on January 4, 2002; and 4,688 on January 4, 2003. The options expire 10 years from the date of the grant. As of the date of this report, the reporting person has exercised 17,000 options to purchase the Company's Common Stock pursuant to this grant.
- Includes (a) 1,750 options to purchase the Company's Common Stock pursuant to the reporting person's January 4, 1999 grant, all of which are currently exercisable, and (b) 6,250 options to purchase the Company's Common Stock pursuant to the reporting person's July 1, 2002 grant, 1,562 of which are currently exercisable.

Remarks:

All information contained herein reflects a 5-for-2 split of the Company's Common Stock effected in August 2003.

Steven M. Arendt

02/27/2004

** 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.