RENT A CENTER INC DE Form SC 13D/A November 12, 2003

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13D

(Rule 13d-101)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO 13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO 13d-2(a)

Amendment No. 10

Rent-A-Center, Inc.

(Name of Issuer)

Common Stock

(Title of Class of Securities)

(CUSIP Number)

John F. Hartigan, Esq.

Morgan, Lewis & Bockius LLP

300 S. Grand Avenue

Los Angeles, CA 90071

(213) 612-2500

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

November 10, 2003

(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), 13d-1(f) or 13d-1(g), check the following box.

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. *See* Rule 13d-7 for other parties to whom copies are to be sent.

The remainder of this cover page shall be filled out for a reporting person s initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, *see* the *Notes*).

1.	NAME OF RE	EPORTING PERSON I.R.S. IDENTIFICATION OF ABOVE PERSON						
	Apollo Inve	estment Fund IV, L.P.						
2.	CHECK THE	APPROPRIATE BOX IF A MEMBER OF A GROUP						
	(a) "							
	(b) x							
3.	SEC USE ON	LY						
4.	SOURCE OF	FUNDS						
	OO							
5.	СНЕСК ВОХ	IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)						
6.	CITIZENSHII	OR PLACE OF ORGANIZATION						
		7. SOLE VOTING POWER						
NI	UMBER OF							
	SHARES	8. SHARED VOTING POWER						
	NEFICIALLY							
OWNED BY		10,742,164 shares of Common Stock						
EACH		9. SOLE DISPOSITIVE POWER						
REPORTING								
	PERSON	10. SHARED DISPOSITIVE POWER						
	WITH							
		10,742,164 shares of Common Stock						

^{11.} AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

	10,742,164 shares of Common Stock	X.	
12.	CHECK BOX IF THE AGGREGATE AMO	OUNT IN ROW (11) EXCLUDES CERTAIN SHARES*	X
13.	PERCENT OF CLASS REPRESENTED BY	AMOUNT IN ROW (11)	
	13.3%		
14.	TYPE OF REPORTING PERSON		
	PN		
CUS	SIP No. 76 009N 10 0	13D	Page 2 of 6

1.	NAME OF RE	EPORTING PERSON I.R.S. IDENTIFICATION OF ABOVE PERSON			
	Apollo Ove	erseas Partners IV, L.P.			
2.	CHECK THE	E APPROPRIATE BOX IF A MEMBER OF A GROUP			
	(a) "				
	(b) x				
3.	SEC USE ON	NLY			
4.	SOURCE OF	FUNDS			
	OO				
5.	CHECK BOX	X IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)			
6.	CITIZENSHII Cayman Isla	IP OR PLACE OF ORGANIZATION			
	-	7. SOLE VOTING POWER			
NU	UMBER OF				
;	SHARES	8. SHARED VOTING POWER			
BEN	NEFICIALLY				
OWNED BY		576,407 shares of Common Stock			
EACH		9. SOLE DISPOSITIVE POWER			
REPORTING					
]	PERSON	10. SHARED DISPOSITIVE POWER			
	WITH				
		576,407 shares of Common Stock			

^{11.} AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

	576,407 shares of Common Stock		
12.	CHECK BOX IF THE AGGREGATE AMOUNT	IN ROW (11) EXCLUDES CERTAIN SHARES*	х
13.	PERCENT OF CLASS REPRESENTED BY AM	OUNT IN ROW (11)	
	0.7%		
14.	TYPE OF REPORTING PERSON		
	PN		
CUS	SIP No. 76 009N 10 0	13D	Page 3 of 6

1.	NAME OF RE	EPORTING PERSON I.R.S. IDENTIFICATION OF ABOVE PERSON			
	Apollo Adv	isors IV, L.P.			
2.	CHECK THE	APPROPRIATE BOX IF A MEMBER OF A GROUP			
	(a) "				
	(b) x				
3.	SEC USE ON	LY			
4.	SOURCE OF	FUNDS			
	OO				
5.	CHECK BOX	IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)			
6.	CITIZENSHII	P OR PLACE OF ORGANIZATION			
		7. SOLE VOTING POWER			
NI	UMBER OF				
	SHARES	8. SHARED VOTING POWER			
	NEFICIALLY				
OWNED BY		11,318,571 shares of Common Stock			
EACH		9. SOLE DISPOSITIVE POWER			
REPORTING					
	PERSON	10. SHARED DISPOSITIVE POWER			
	WITH				
		11,318,571 shares of Common Stock			

^{11.} AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

	11,318,571 shares of Common Stock		
12.	. CHECK BOX IF THE AGGREGATE AMOUN	T IN ROW (11) EXCLUDES CERTAIN SHARI	ES*
13.	. PERCENT OF CLASS REPRESENTED BY AM	MOUNT IN ROW (11)	
	14.0%		
14.	. TYPE OF REPORTING PERSON		
	PN		
CUS	JSIP No. 76 009N 10 0	13D	Page 4 of 6

This Amendment No. 10 to Schedule 13D supplements and amends the following items of the Statement on Schedule 13D of Apollo Investment Fund IV, L.P., Apollo Overseas Partners IV, L.P. and Apollo Advisors IV, L.P. (the Reporting Persons) originally filed on August 17, 1998, Amendment No. 1 filed on August 27, 1998, Amendment No. 2 filed on October 8, 2001, Amendment No. 3 filed on May 14, 2002, Amendment No. 4 filed on June 3, 2002, Amendment No. 5 filed on August 6, 2002, Amendment No. 6 filed on April 30, 2003, Amendment No. 7 filed on June 11, 2003, Amendment No. 8 filed on July 2, 2003, and Amendment No. 9 filed on July 11, 2003 with respect to the shares of common stock, par value \$.01 per share (the Common Stock), of Rent-A-Center, Inc. (Rent-A-Center or the Issuer).

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- Item 1. Security and Issuer
- Item 2. Identity and Background
- Item 3. Source and Amount of Funds or Other Consideration
- Item 4. Purpose of Transaction
- Item 5. Interest in Securities of the Issuer

Item 5 is hereby amended by deleting it in its entirety and substituting the following therefor:

The Reporting Persons beneficially own two shares of Series C Preferred Stock. Each share of Series C Preferred Stock is convertible into approximately 90.65 shares of Common Stock for an aggregate of 180 shares of Common Stock. Assuming the conversion of all of the shares of Series C Preferred Stock beneficially owned by the Reporting Persons as of the date hereof and the sale of the shares of Common Stock as reported in Item 5(c), the Reporting Persons would beneficially own an aggregate of 11,318,571 shares of Common Stock, which would represent approximately 14.0% of the outstanding Common Stock of the Issuer. Beneficial ownership of such shares was acquired as described in Item 3 and Item 4. The amount of Common Stock reported as beneficially owned by the Reporting Persons reflects a 5-for-2 stock split effected on August 29, 2003 as a stock dividend of 1.5 shares for each share of outstanding Common Stock.

- (a) See the information contained on the cover pages to this Amendment No. 10 to Schedule 13D which is incorporated herein by reference.
- (b) See the information contained on the cover pages to this Amendment No. 10 to Schedule 13D which is incorporated herein by reference.
- (c) On November 10, 2003, AIFIV and Overseas IV sold an aggregate of 2,750,000 shares of Common Stock at a price of \$32.14 per share in a block sale which is expected to settle on November 14, 2003. There have been no other reportable transactions with respect to the Common Stock of the Issuer within the last 60 days by the Reporting Persons, except as described in this Amendment No. 10 to Schedule 13D.
- (d) Not applicable.

(e) Not applicable.

- Item 6. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer
- Item 7. Material to Be Filed as Exhibits

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SIGNATURES

After reasonable inquiry and to the best knowledge and belief of each of the undersigned, each of the undersigned certifies that the information set forth in this statement with respect to such person is true, complete and correct.

			Date: November 12, 2003 APOLLO INVESTMENT FUND IV, L.P.					
	By:	APOLLO Its General	ADVISORS IV, L.P. l Partner					
		Ву:	APOLLO CAF Its General Par	PITAL MANAGEMENT IV, INC.				
			_	/s/ Patricia M. Navis				
			By:	Patricia M. Navis				
				Vice President				
Date: November 12, 2003	APOLL	O OVERSEAS	PARTNERS IV, L.P					
	By:	APOLLO Its Managi						
		By:	APOLLO CAF Its General Par	PITAL MANAGEMENT IV, INC.				
				/s/ Patricia M. Navis				
		By:	Patricia M. Navis					
				Vice President				
Date: November 12, 2003	APOLL	O ADVISORS	IV, L.P.					
	By:	APOLLO Its General	CAPITAL MANAGE l Partner	EMENT IV, INC.				
				/s/ Patricia M. Navis				
		By:		Patricia M. Navis				
				Vice President				