



InnerWorkings

## InnerWorkings and Rent-A-Center Announce Multi-Year Print Management Agreement

CHICAGO, Jul 19, 2010 (BUSINESS WIRE) -- InnerWorkings, Inc. (Nasdaq: INWK), a leading provider of managed print and promotional solutions, and Rent-A-Center, Inc. (Nasdaq: RCI), the largest rent-to-own operator in the United States, announced today a print management agreement between the two companies.

Under the agreement InnerWorkings will provide outsourced print procurement and print management services for Rent-A-Center (RAC) including direct mail, point of purchase and store level print and promotional items. Additionally InnerWorkings will also deploy and manage an eStore solution for RAC that will allow RAC's 3,000+ stores to order their print and promotional products online. InnerWorkings will assign a team of print production managers to be based at RAC's headquarters in Plano, TX to work with their marketing and procurement group on a daily basis.

Ann Davids, Chief Marketing Officer for Rent-A-Center said, "While InnerWorkings is best known for its expertise in cost effective print procurement they also bring a lot of industry experience, helping us optimize the design and specs of our printed materials for maximum effectiveness while keeping costs at a minimum."

Mike Wilding, Chief Procurement Officer for Rent-A-Center added, "This agreement will give us access to a network of print suppliers that can meet our diverse needs and have been certified by key standards established by InnerWorkings."

Marc Collins, Senior Vice President of InnerWorkings said, "We are delighted to add Rent-A-Center to our growing roster of marquis clients and look forward to working together with the RAC team as well as their incumbent suppliers and agencies to implement our solution. We continue to see thoughtful marketing leaders as well as procurement officers outsourcing their print function to InnerWorkings based on the value our model delivers to both stakeholders."

### About InnerWorkings, Inc.

InnerWorkings, Inc. (Nasdaq: [INWK](#) - [News](#)) is a leading global provider of managed print and promotional solutions to corporate clients across a wide range of industries. With proprietary technology, an extensive supplier network and deep domain expertise, the Company procures, manages and delivers printed materials and promotional products as part of a comprehensive outsourced enterprise solution. The Company also owns and operates the online business printing site, Inkchaser.com ([www.inkchaser.com](http://www.inkchaser.com)). InnerWorkings is based in Chicago with 23 offices in the United States and the United Kingdom. For more information visit: [www.inwk.com](http://www.inwk.com).

### About Rent-A-Center, Inc.

Rent-A-Center, Inc., headquartered in Plano, Texas, currently operates approximately 3,000 company-owned stores nationwide and in Canada and Puerto Rico. The stores offer high-quality, durable goods such as major consumer electronics, appliances, computers, furniture and accessories under flexible rental-purchase agreements that generally allow the customer to obtain ownership of the merchandise at the conclusion of an agreed upon rental period.

(inwk-g)

SOURCE: InnerWorkings, Inc.

InnerWorkings, Inc.  
Jim Carini  
(312) 642-3700  
[jcarini@inwk.com](mailto:jcarini@inwk.com)

Copyright Business Wire 2010