

POWELL JOHN C  
Form 4  
October 26, 2010

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
POWELL JOHN C

2. Issuer Name and Ticker or Trading Symbol  
FIRST CASH FINANCIAL SERVICES INC [FCFS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
690 E. LAMAR BLVD., SUITE 400  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
10/25/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP Information Technology

ARLINGTON, TX 76011

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

(City) (State) (Zip)

**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	10/25/2010		M		30,000	A	11
Common Stock	10/25/2010		M		6,000	A	21
Common Stock	10/25/2010		M		6,000	A	11
Common Stock	10/25/2010		M		29,773	A	11
Common Stock	10/25/2010		S		71,773	D	\$ 28.3914
					0		

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Common Stock	10/26/2010		M	227	A	Ⓛ	227	D
Common Stock	10/26/2010		M	30,000	A	Ⓛ	30,227	D
Common Stock	10/26/2010		M	30,000	A	Ⓛ	60,227	D
Common Stock	10/26/2010		M	30,000	A	Ⓛ	90,227	D
Common Stock	10/26/2010		M	30,000	A	Ⓛ	120,227	D
Common Stock	10/26/2010		S	120,227	D	\$ 28.1094	0	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**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 Underlying Securities (Instr. 3 and 4)	
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options	\$ 15	10/25/2010		M	30,000	01/28/2005	01/28/2015	Common Stock	30,000
Warrants	\$ 2.67	10/25/2010		M	6,000	04/03/2007	04/03/2012	Common Stock	6,000
Options	\$ 3.33	10/25/2010		M	6,000	01/29/2008	01/29/2013	Common Stock	6,000
Options	\$ 15	10/25/2010		M	29,773	12/20/2005	12/20/2015	Common Stock	29,773
Options	\$ 15	10/26/2010		M	227	12/20/2005	12/20/2015	Common Stock	227
Options	\$ 17.5	10/26/2010		M	30,000	01/28/2005	01/28/2015	Common Stock	30,000

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Options	\$ 20	10/26/2010		M	30,000	01/28/2005	01/28/2015	Common Stock	30,000
Options	\$ 17	10/26/2010		M	30,000	12/20/2005	12/20/2015	Common Stock	30,000
Options	\$ 19	10/26/2010		M	30,000	12/20/2005	12/20/2015	Common Stock	30,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
POWELL JOHN C 690 E. LAMAR BLVD., SUITE 400 ARLINGTON, TX 76011			SVP Information Technology	

## Signatures

/s/ John C.  
Powell

10/26/2010

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) Issued pursuant to employee stock option plan.
- (2) Issued pursuant to equity compensation arrangement.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.