

FIRST CASH FINANCIAL SERVICES INC

Form 4

December 15, 2010

**FORM 4**

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

OMB APPROVAL

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**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 \*  
WESSEL RICK L

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. #400  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
12/13/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman & CEO

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V Amount (D) Price  |   |  |                                   |
| Common Stock                    | 12/13/2010                           |  | M                              | 36,800 A (1) 292,905  |   | D  |                                   |
| Common Stock                    | 12/13/2010                           |  | M                              | 60,000 A (2) 352,905  |   | D  |                                   |
| Common Stock                    | 12/13/2010                           |  | M                              | 22,000 A (2) 374,905  |   | D  |                                   |
| Common Stock (3)                |                                      |  |                                |   | 30,000  | D  |                                   |
| Common Stock                    |                                      |  |                                |   | 1,500   | I  | Owned by son                      |

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

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SEC 1474  
(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) |              |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount or Number of Shares |
| Warrants                                   | \$ 2.67  | 12/13/2010                           |  | M                              | 36,800  | 04/03/2002   | 04/03/2012  | Common Stock | 36,800                     |
| Options                                    | \$ 9.67  | 12/13/2010                           |  | M                              | 60,000  | 01/29/2004   | 01/29/2014  | Common Stock | 60,000                     |
| Options                                    | \$ 12.5  | 12/13/2010                           |  | M                              | 22,000  | 01/28/2005   | 01/28/2015  | Common Stock | 22,000                     |
| Options                                    | \$ 15  |                                      |  |                                |   | 01/28/2005   | 01/28/2015  | Common Stock | 90,000                     |
| Options                                    | \$ 17.5  |                                      |  |                                |   | 01/28/2005   | 01/28/2015  | Common Stock | 90,000                     |
| Options                                    | \$ 20  |                                      |  |                                |   | 01/28/2005   | 01/28/2015  | Common Stock | 90,000                     |
| Options                                    | \$ 15  |                                      |  |                                |   | 12/20/2005   | 12/20/2015  | Common Stock | 90,000                     |
| Options                                    | \$ 17  |                                      |  |                                |   | 12/20/2005   | 12/20/2015  | Common Stock | 90,000                     |
| Options                                    | \$ 19  |                                      |  |                                |   | 12/20/2005   | 12/20/2015  | Common Stock | 90,000                     |
| Warrants                                   | \$ 3.84  |                                      |  |                                |   | 05/09/2003   | 05/09/2013  | Common Stock | 240,000                    |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |       |
|--------------------------------|---------------|-----------|---------|-------|
|                                | Director      | 10% Owner | Officer | Other |

WESSEL RICK L  
690 E. LAMAR BLVD. #400 X  
ARLINGTON, TX 76011

Chairman  
& CEO

## Signatures

/s/ Rick L. 12/15/2010  
Wessel

\*\*Signature of Date  
Reporting Person

## 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) Warrants issued pursuant to board-approved equity compensation award.
- (2) Issued pursuant to a shareholder approved stock option plan.
- (3) Non-vested restricted stock award - future vesting is performance-based pursuant to terms of the Company's shareholder-approved Executive Performance Incentive Plan.

### Remarks:

Shares and per share amounts reflect 2-for-1 stock split effective Feb. 22, 2006.

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.