

FIRST CASH FINANCIAL SERVICES INC

Form 4

March 17, 2006

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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 *
ORR R DOUGLAS

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)
03/15/2006

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP & Chief Financial Officer

ARLINGTON, TX 76011

(City) (State) (Zip)

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

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)	(A) or (D)	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	Price		
Common Stock	03/15/2006		M		18,750	\$ 9.67	48,750	D
Common Stock	03/15/2006		M		2,950	\$ 9.67	51,700	D
Common Stock	03/15/2006		S		21,700	\$ 19.59	30,000	D
Common Stock	03/16/2006		M		15,800	\$ 9.67	45,800	D
Common Stock	03/16/2006		S		15,800	\$ 19.57	30,000	D

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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
Options	\$ 9.67	03/15/2006		M	18,750	12/22/2005 01/29/2014	Common Stock 18,750
Options	\$ 9.67	03/15/2006		M	2,950	02/10/2006 01/29/2014	Common Stock 2,950
Options	\$ 9.67	03/16/2006		M	15,800	02/10/2006 01/29/2014	Common Stock 15,800
Options	\$ 2.67					09/12/2007 09/12/2012	Common Stock 30,000
Options	\$ 19					12/20/2005 12/20/2015	Common Stock 60,000
Options	\$ 15					01/28/2005 01/28/2015	Common Stock 60,000
Options	\$ 12.5					01/28/2005 01/28/2015	Common Stock 60,000
Options	\$ 17					12/20/2005 12/20/2015	Common Stock 60,000
Options	\$ 3.33					01/29/2008 01/29/2013	Common Stock 30,000
Options	\$ 15					12/20/2005 12/20/2015	Common Stock 60,000
Options	\$ 17.5					01/28/2005 01/28/2015	Common Stock 60,000
Options	\$ 20					01/28/2005 01/28/2015	Common Stock 60,000
Options	\$ 9.67					01/29/2009 01/29/2014	18,750

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ORR R DOUGLAS 690 E. LAMAR BLVD., #400 ARLINGTON, TX 76011			EVP & Chief Financial Officer	

Signatures

/s/ R. Douglas

Orr 03/17/2006

**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 Company stock option plan.

Remarks:

Shares and per share amounts reflect 2-for-1 stock split effective on 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.

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