

ORR R DOUGLAS  
Form 4  
February 15, 2011

**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 \*  
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)  
02/11/2011

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

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	02/11/2011		M <sup>(2)</sup>	6,443 A \$ 15	52,443	D	
Common Stock	02/11/2011		S <sup>(3)</sup>	6,443 D \$ 34.25	46,000	D	
Common Stock	02/14/2011		M <sup>(2)</sup>	2,305 A \$ 15	48,305	D	
Common Stock	02/14/2011		S <sup>(3)</sup>	2,305 D \$ 34.25	46,000	D	
Common Stock	02/15/2011		M <sup>(2)</sup>	2,617 A \$ 34.2636	48,617	D	

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Common Stock	02/15/2011	S <sup>(3)</sup>	2,617	D	\$ 34.2636	46,000	D
Restricted Stock <sup>(1)</sup>						14,000	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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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)	8. Amount or Number of Shares
				Code	V	(A)	(D)	Title	Amount or Number of Shares
Options	\$ 15	02/11/2011		M <sup>(2)</sup>		6,443		01/28/2005 01/28/2015	Common Stock 6,443
Options	\$ 15	02/14/2011		M <sup>(2)</sup>		2,305		01/28/2005 01/28/2015	Common Stock 2,305
Options	\$ 15	02/15/2011		M <sup>(2)</sup>		2,617		01/28/2005 01/28/2015	Common Stock 2,617
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	\$ 15							12/20/2005 12/20/2015	Common Stock 60,000
Options	\$ 17							12/20/2005 12/20/2015	Common Stock 60,000
Options	\$ 2.67							09/12/2007 09/12/2012	Common Stock 6,000
Options	\$ 3.33							01/29/2008 01/29/2013	Common Stock 6,000

