

ORR R DOUGLAS
Form 4
December 07, 2010

FORM 4

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

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

OMB APPROVAL

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(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)
12/03/2010

____ Director ____ 10% Owner
____X____ 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)
____X____ 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	12/03/2010		M		14,554	A 11	60,554 D
Common Stock	12/03/2010		S		14,554 (2)	D \$ 30.7893	46,000 D
Common Stock	12/06/2010		M		8,920	A 11	54,920 D
Common Stock	12/06/2010		S		8,920 (2)	D \$ 30.7524	46,000 D
Common Stock	12/07/2010		M		10,526	A 11	56,526 D

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Common Stock	12/07/2010	S	10,526 (2)	D	\$ 30.7667	46,000	D	
Common Stock (3)						10,000	D	
Common Stock						0	I	By Spouse

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Options	\$ 15	12/03/2010		M	14,554	01/28/2005 01/28/2015	Common Stock 14,554
Options	\$ 15	12/06/2010		M	8,920	01/28/2005 01/28/2015	Common Stock 8,920
Options	\$ 15	12/07/2010		M	10,526	01/28/2005 01/28/2015	Common Stock 10,526
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	\$ 19					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 12,000

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 12/07/2010

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 a shareholder approved stock option plan.
- (2) These shares were sold pursuant to the provisions of a pre-established Rule 10b(5)-1 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.

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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