

FIRST CASH FINANCIAL SERVICES INC

Form 4

August 13, 2008

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB  
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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 DOUGLAS2. 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)  
08/11/2008☐ 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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of<br>(D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock                       | 08/11/2008                              |                                                             | S                                    | (A)<br>or<br>(D)<br>D                                                      | 4,700<br>(1)<br>\$<br>19.5                                                                                         | 53,250                                                               | 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.**SEC 1474  
(9-02)**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned  
(e.g., puts, calls, warrants, options, convertible securities)**

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| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5.<br>Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8. Pri<br>Deriv<br>Secur<br>(Instr |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------|
|                                                     |                                                                       |                                         |                                                             | Code                                    | V                                                                                                                     | (A)                                                            | (D)                                                                 |                                    |
| Options                                             | \$ 20                                                                 |                                         |                                                             |                                         |                                                                                                                       | 01/28/2005                                                     | 01/28/2015                                                          | Common<br>Stock                    |
| Options                                             | \$ 17.5                                                               |                                         |                                                             |                                         |                                                                                                                       | 01/28/2005                                                     | 01/28/2015                                                          | Common<br>Stock                    |
| Options                                             | \$ 15                                                                 |                                         |                                                             |                                         |                                                                                                                       | 12/20/2005                                                     | 12/20/2015                                                          | Common<br>Stock                    |
| Options                                             | \$ 3.33                                                               |                                         |                                                             |                                         |                                                                                                                       | 01/29/2008                                                     | 01/29/2013                                                          | Common<br>Stock                    |
| Options                                             | \$ 17                                                                 |                                         |                                                             |                                         |                                                                                                                       | 12/20/2005                                                     | 12/20/2015                                                          | Common<br>Stock                    |
| Options                                             | \$ 12.5                                                               |                                         |                                                             |                                         |                                                                                                                       | 01/28/2005                                                     | 01/28/2015                                                          | Common<br>Stock                    |
| Options                                             | \$ 15                                                                 |                                         |                                                             |                                         |                                                                                                                       | 01/28/2005                                                     | 01/28/2015                                                          | Common<br>Stock                    |
| Options                                             | \$ 19                                                                 |                                         |                                                             |                                         |                                                                                                                       | 12/20/2005                                                     | 12/20/2015                                                          | Common<br>Stock                    |
| Options                                             | \$ 2.67                                                               |                                         |                                                             |                                         |                                                                                                                       | 09/12/2007                                                     | 09/12/2012                                                          | Common<br>Stock                    |

## Reporting Owners

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

## Signatures

/s/ R. Douglas

Orr

08/12/2008

Date

Signature of  
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) These shares were sold pursuant to the provisions of a Rule 10b(5)-1 Plan established in July 2008.

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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