

FIRST CASH FINANCIAL SERVICES INC
 Form 4
 November 16, 2012

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)
11/14/2012

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

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)	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 Ownership (Instr. 4)		
				Code V	Amount				
					(A) or (D) Price \$				
Common Stock	11/14/2012		M ⁽¹⁾		240,000	A	3.84 <u>(1)</u>	763,600	D
Restricted Stock ⁽²⁾								63,000	D

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)	
						Date Exercisable	Expiration Date	Title	Amount Number Shares
Warrants	\$ 3.84	11/14/2012		M	240,000	05/09/2003	05/09/2013	Common Stock	240,000
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

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WESSEL RICK L 690 E. LAMAR BLVD. #400 ARLINGTON, TX 76011	X		Chairman & CEO	

Signatures

/s/ Rick L.
Wessel

11/16/2012

**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 equity compensation award.

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- (2) 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.

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