

FIRST CASH FINANCIAL SERVICES INC

Form 4

February 19, 2010

FORM 4

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

OMB APPROVAL

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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 *
BURKE RICHARD T

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)
15290 N 78TH WAY, SUITE B200
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
02/17/2010

____ Director
____ Officer (give title below) 10% Owner
____ Other (specify below)
Former Director / 10% Owner

SCOTTSDALE, AZ 85260

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	02/17/2010		M		75,000	A	(1) 2,591,806
Common Stock	02/17/2010		M		30,000	A	(2) 2,621,806
Common Stock	02/17/2010		M		75,000	A	(2) 2,696,806
Common Stock	02/17/2010		M		30,000	A	(2) 2,726,806
Restricted Stock							5,000

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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)	
					V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Warrants	\$ 2.67	02/17/2010		M		75,000	04/03/2002	04/03/2012	Common Stock	75,000
Options	\$ 3.33	02/17/2010		M		30,000	01/29/2003	01/29/2013	Common Stock	30,000
Options	\$ 9.67	02/17/2010		M		75,000	01/29/2004	01/29/2014	Common Stock	75,000
Options	\$ 12.5	02/17/2010		M		30,000	01/28/2005	01/28/2015	Common Stock	30,000
Options	\$ 15						01/28/2005	01/28/2015	Common Stock	30,000
Options	\$ 17.5						01/28/2005	01/28/2015	Common Stock	30,000
Options	\$ 20						01/28/2005	01/28/2015	Common Stock	30,000
Options	\$ 15						12/20/2005	12/20/2015	Common Stock	30,000
Options	\$ 17						12/20/2005	12/20/2015	Common Stock	30,000
Options	\$ 19						12/20/2005	12/20/2015	Common Stock	30,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

BURKE RICHARD T
15290 N 78TH WAY, SUITE B200
SCOTTSDALE, AZ 85260

Former Director / 10%
Owner

Signatures

/s/ Richard T.
Burke

02/17/2010

**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 equity compensation arrangement.
 - (2) Issued pursuant to Company stock option 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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