

POWELL JOHN C

Form 4

October 26, 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

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
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(Print or Type Responses)

1. Name and Address of Reporting Person *
POWELL JOHN C

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., SUITE 400
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
10/25/2010

____ Director ____ 10% Owner
____X____ Officer (give title ____ Other (specify
below) below)
SVP Information Technology

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	10/25/2010		M		30,000	A	<u>(1)</u> 30,000
Common Stock	10/25/2010		M		6,000	A	<u>(2)</u> 36,000
Common Stock	10/25/2010		M		6,000	A	<u>(1)</u> 42,000
Common Stock	10/25/2010		M		29,773	A	<u>(1)</u> 71,773
Common Stock	10/25/2010		S		71,773	D	\$ 28.3914 0

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Common Stock	10/26/2010	M	227	A	<u>(1)</u>	227	D
Common Stock	10/26/2010	M	30,000	A	<u>(1)</u>	30,227	D
Common Stock	10/26/2010	M	30,000	A	<u>(1)</u>	60,227	D
Common Stock	10/26/2010	M	30,000	A	<u>(1)</u>	90,227	D
Common Stock	10/26/2010	M	30,000	A	<u>(1)</u>	120,227	D
Common Stock	10/26/2010	S	120,227	D	\$ 28.1094	0	D

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

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SEC 1474
(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	10/25/2010		M	30,000	01/28/2005 01/28/2015	Common Stock 30,000
Warrants	\$ 2.67	10/25/2010		M	6,000	04/03/2007 04/03/2012	Common Stock 6,000
Options	\$ 3.33	10/25/2010		M	6,000	01/29/2008 01/29/2013	Common Stock 6,000
Options	\$ 15	10/25/2010		M	29,773	12/20/2005 12/20/2015	Common Stock 29,773
Options	\$ 15	10/26/2010		M	227	12/20/2005 12/20/2015	Common Stock 227
Options	\$ 17.5	10/26/2010		M	30,000	01/28/2005 01/28/2015	Common Stock 30,000

Options	\$ 20	10/26/2010	M	30,000	01/28/2005	01/28/2015	Common Stock	30,000
Options	\$ 17	10/26/2010	M	30,000	12/20/2005	12/20/2015	Common Stock	30,000
Options	\$ 19	10/26/2010	M	30,000	12/20/2005	12/20/2015	Common Stock	30,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
POWELL JOHN C 690 E. LAMAR BLVD., SUITE 400 ARLINGTON, TX 76011			SVP Information Technology	

Signatures

/s/ John C.
Powell

10/26/2010

__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 employee stock option plan.

(2) Issued pursuant to equity compensation arrangement.

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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