

FIRST CASH FINANCIAL SERVICES INC

Form 4

June 18, 2009

**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)  
690 EAST LAMAR BLVD., SUITE 400

3. Date of Earliest Transaction (Month/Day/Year)  
06/16/2009

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

(Street)  
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 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                    | 06/16/2009                           |  | M                              |   | 150,000   | A  | (1) 2,468,000   |
| Common Stock                    | 06/16/2009                           |  | M                              |   | 300,000   | A  | (2) 2,768,000   |
| Restricted Stock                |                                      |  |                                |   |   |  | 5,000   |

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

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SEC 1474 (9-02)

**displays a currently valid OMB control number.**

**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 Number Shares |
| Options                                    | \$ 0.67  | 06/16/2009                           |  | M                              |   | 150,000 | 12/15/2000   | 12/15/2010      | Common Stock  | 150,000              |
| Warrants                                   | \$ 2.67  | 06/16/2009                           |  | M                              |   | 300,000 | 02/18/1998   | 02/18/2013      | Common Stock  | 300,000              |
| Options                                    | \$ 3.33  |                                      |  |                                |   |         | 01/29/2003   | 01/29/2013      | Common Stock  | 30,000               |
| Options                                    | \$ 9.67  |                                      |  |                                |   |         | 01/29/2004   | 01/29/2014      | Common Stock  | 75,000               |
| Options                                    | \$ 12.5  |                                      |  |                                |   |         | 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               |
| Warrants                                   | \$ 2.67  |                                      |  |                                |   |         | 04/03/2002   | 04/03/2012      | Common Stock  | 75,000               |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

BURKE RICHARD T  
690 EAST LAMAR BLVD., SUITE 400      X      X  
ARLINGTON, TX 76011

## Signatures

/s/ Richard T.      06/18/2009  
Burke

     \*\*Signature of      Date  
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) Issued pursuant to Company 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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