

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

Current Report Pursuant
to Section 13 or 15(d) of the
Securities Exchange Act of 1934

FEBRUARY 1, 2006

(Date of Report - Date of Earliest Event Reported)

FIRST CASH FINANCIAL SERVICES, INC.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

0-19133

75-2237318

(Commission File Number)

(IRS Employer Identification No.)

690 East Lamar Blvd., Suite 400, Arlington, Texas 76011

(Address of principal executive offices, including zip code)

(817) 460-3947

(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 8.01 OTHER EVENTS

On February 1, 2006, First Cash Financial Services provided additional information regarding the two-for-one stock split. As previously announced, the Board of Directors of First Cash Financial Services, Inc. (Nasdaq Stock Market: "FCFS") approved a two-for-one split of the Company's common stock in the form of a stock dividend. As a result of the stock split, shareholders will receive one additional common share for every share held on the record date of February 6, 2006.

The additional shares will be mailed or delivered on or about February 20, 2006, by the Company's transfer agent, Registrar & Transfer Company. Since this payment date is a federal holiday (President's Day), the ex-split date will now be February 22, 2006, which is the first date that First Cash's common shares will trade on Nasdaq at the new split-adjusted price. On February 1, 2006, First Cash Financial Services, Inc. issued a press release announcing the updated ex-split date which is attached hereto as Exhibit 99.1

The information provided in this Item 8.01 shall not be deemed "filed" for purposes of the Securities Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by the specific reference in such filing.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits:

- 99.1 Press Release date February 1, 2006 announcing that First Cash Financial Services provided additional information regarding the two-for-one stock split.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Dated: February 1, 2006

FIRST CASH FINANCIAL SERVICES, INC.

(Registrant)

/s/ R. DOUGLAS ORR

R. Douglas Orr
Chief Accounting Officer

EXHIBIT INDEX

Exhibit Number	Document
99.1	Press release dated February 1, 2006.

FIRST CASH FINANCIAL SERVICES PROVIDES ADDITIONAL INFORMATION REGARDING
TWO-FOR-ONE STOCK SPLIT

ARLINGTON, Texas, Feb. 1 /PRNewswire-FirstCall/ -- As previously announced, the Board of Directors of First Cash Financial Services, Inc. (Nasdaq: FCFS) approved a two-for-one split of the Company's common stock in the form of a stock dividend. As a result of the stock split, shareholders will receive one additional common share for every share held on the record date of February 6, 2006.

The additional shares will be mailed or delivered on or about February 20, 2006, by the Company's transfer agent, Registrar & Transfer Company. Since this payment date is a federal holiday (President's Day), the ex-split date will now be February 22, 2006, which is the first date that First Cash's common shares will trade on Nasdaq at the new split-adjusted price.

About First Cash

First Cash Financial Services, Inc. and its subsidiaries are engaged in the operation of pawn and consumer credit stores, which lend money on the collateral of pledged personal property, retail previously-owned merchandise acquired through loan forfeitures, provide payday advances, and offer other financial and credit services products. The Company owns and operates stores in eleven U.S. states and seven states in Mexico. First Cash is also an equal partner in Cash & Go, Ltd., a joint venture, which owns and operates 40 check-cashing and financial services kiosks located inside convenience stores.

First Cash has been recognized for four consecutive years by Forbes magazine as one of its "200 Best Small Companies." This annual ranking is based on a combination of profitability and growth performance measures over the most current one and five-year periods. First Cash was also recently ranked for the second consecutive year by Fortune Small Business magazine on the "FSB 100: America's Fastest-Growing Small Public Companies." First Cash's common stock is traded on the Nasdaq Stock Market under the ticker symbol "FCFS" and it is a component Company in the Russell 2000 Index.

SOURCE First Cash Financial Services, Inc.

-0- 02/01/2006

/CONTACT: Rick Wessel, President, or Doug Orr, Executive Vice President & Chief Financial Officer, both of First Cash Financial Services, Inc.,
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(FCFS)