

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>ORR R DOUGLAS</u>  (Last) (First) (Middle) 690 E. LAMAR BLVD., #400  (Street) ARLINGTON TX 76011  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>FIRST CASH FINANCIAL SERVICES INC [ FCFS ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director 10% Owner Officer (give title below) Other (specify below) <u>EVP &amp; Chief Financial Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>02/11/2011</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**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	02/11/2011		M <sup>(2)</sup>		6,443	A	\$15	52,443	D	
Common Stock	02/11/2011		S <sup>(3)</sup>		6,443	D	\$34.25	46,000	D	
Common Stock	02/14/2011		M <sup>(2)</sup>		2,305	A	\$15	48,305	D	
Common Stock	02/14/2011		S <sup>(3)</sup>		2,305	D	\$34.25	46,000	D	
Common Stock	02/15/2011		M <sup>(2)</sup>		2,617	A	\$34.2636	48,617	D	
Common Stock	02/15/2011		S <sup>(3)</sup>		2,617	D	\$34.2636	46,000	D	
Restricted Stock <sup>(1)</sup>								14,000	D	

**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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Options	\$15	02/11/2011		M <sup>(2)</sup>			6,443	01/28/2005	01/28/2015	Common Stock	6,443	\$0	19,557	D	
Options	\$15	02/14/2011		M <sup>(2)</sup>			2,305	01/28/2005	01/28/2015	Common Stock	2,305	\$0	17,252	D	
Options	\$15	02/15/2011		M <sup>(2)</sup>			2,617	01/28/2005	01/28/2015	Common Stock	2,617	\$0	14,635	D	
Options	\$17.5							01/28/2005	01/28/2015	Common Stock	60,000		60,000	D	
Options	\$20							01/28/2005	01/28/2015	Common Stock	60,000		60,000	D	
Options	\$15							12/20/2005	12/20/2015	Common Stock	60,000		60,000	D	
Options	\$17							12/20/2005	12/20/2015	Common Stock	60,000		60,000	D	
Options	\$2.67							09/12/2007	09/12/2012	Common Stock	6,000		6,000	D	
Options	\$3.33							01/29/2008	01/29/2013	Common Stock	6,000		6,000	D	

**Explanation of Responses:**

1. Non-vested restricted stock award - future vesting is performance-based pursuant to terms of the Company's shareholder-approved Executive Performance Incentive Plan.
2. Issued pursuant to a shareholder approved stock option plan.
3. These shares were sold pursuant to the provisions of a pre-established Rule 10b(5)-1 Plan.

/s/ R. Douglas Orr

02/15/2011

\*\* Signature of Reporting Person

Date

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.**