

**UNITED STATES
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**

Date of Report (Date of earliest event reported) **October 17, 2007**

First Cash Financial Services, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

0-19133
(Commission File Number)

75-2237318
(IRS Employer Identification No.)

690 East Lamar Blvd., Suite 400, Arlington, Texas
(Address of principal executive offices)

76011
(Zip Code)

Registrant's telephone number, including area code: **(817) 460-3947**

(Former name or former address, if changed since last report)

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(b) 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 2.02. Results of Operations and Financial Condition.

First Cash Financial Services, Inc. has issued a press release announcing its financial results for the three and nine month periods ended September 30, 2007. The Company's press release dated October 17, 2007 announcing the results is attached hereto as Exhibit 99.1 and is incorporated by reference in its entirety into this Item 2.02.

The information provided in this Item 2.02 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 dated October 17, 2007 announcing the Company's financial results for the three and nine month periods ended September 30, 2007.

SIGNATURE

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

First Cash Financial Services, Inc.

(Registrant)

October 17, 2007

/s/ R. DOUGLAS ORR

(Date)

R. Douglas Orr
Chief Accounting Officer

Exhibit Index

99.1 Press release dated October 17, 2007

First Cash Reports Third Quarter Net Income Increase of 31%

Same-Store Sales Increase 14%

ARLINGTON, Texas, Oct. 17, 2007 (PRIME NEWSWIRE) -- First Cash Financial Services, Inc. (Nasdaq:FCFS) today announced record-setting revenue, net income and earnings per share for the three months ended September 30, 2007. This marked First Cash's 27th consecutive quarter of double-digit growth in earnings per share.

Earnings

- * Diluted earnings per share for the third quarter of 2007 were \$0.32, a 28% increase compared to diluted earnings per share of \$0.25 in the third quarter of 2006.
- * For the nine months ended September 30, 2007, diluted earnings per share were \$0.89, an increase of 33% over earnings per share of \$0.67 for the same nine-month period in 2006.
- * Diluted earnings per share for the trailing twelve months ended September 30, 2007 were \$1.19, an increase of 32% over \$0.90 for the trailing twelve months ended September 30, 2006.
- * Net income for the third quarter of 2007 increased by 31% to \$10.4 million, compared to third quarter 2006 net income of \$7.9 million. Year-to-date net income was \$29.5 million, compared to \$22.1 million for the first nine months of 2006, which represents an increase of 34%.

Revenues

- * Consolidated revenue for the third quarter of 2007 increased by 51%, totaling \$105 million compared to \$69 million in the comparative 2006 period. Year-to-date revenue was \$288 million, up from \$182 million for the comparative prior-year period, which represents a 59% increase.
- * Same-store revenue increased 14% in the Company's pawn and short-term loan stores for the third quarter of 2007 over the comparable prior-year period, while year-to-date same-store revenue increased 10%.
- * Retail sales in the Company's pawn stores grew by 22% for the quarter, while pawn service charge revenue increased by 19% for the quarter compared to the prior-year period. Short-term loan service charge revenue increased 6% in the third quarter over the prior-year period.
- * The Company recorded third quarter revenue of \$30 million from Auto Master, a buy-here/pay-here automotive retailer acquired in August 2006. Of this total, \$13 million was generated by the seven new dealerships opened since November 2006. Auto Master's unaudited proforma revenue totaled \$14 million for the full third quarter of 2006.

New Locations

- * A total of 15 new retail locations were opened during the third quarter of 2007, reflecting a combination of pawn stores, short-term loan stores and Auto Master buy-here/pay-here dealerships. The Company has opened 58 stores year-to-date.
- * The Company operated 460 locations as of September 30, 2007, a 16% increase over the 398 units open at September 30, 2006. In addition, the Company operates 39 convenience store kiosks through a joint venture.

Operating Metrics

- * The Company's return on stockholders' equity increased to 19% for the trailing twelve months ended September 30, 2007, compared to 18% for the comparable prior-year period.
- * Total pawn receivable balances at September 30, 2007 increased by 17% over the prior year. The increase was comprised of a 30% pawn receivable increase in the Mexican stores and a 9% increase in the U.S. stores, which are all fully mature stores. Total short-term loans, including third-party credit services loans outstanding, increased by 13% compared to the prior year.
- * The quarter and year-to-date gross margins on retail pawn merchandise sales of 44% were constant compared to 2006. The quarter-to-date gross margin on wholesale scrap jewelry sales was 31%, compared to the prior-year margin of 35%. The year-to-date gross margin on wholesale scrap jewelry sales was 33%, which equaled the prior year.
- * Inventory turns in the pawn stores were consistent with prior-year results at 3.3 turns per year. Auto Master sold 2,720 units during the quarter, and turned its inventory at a rate of 7.0 times per year.
- * The short-term loan credit loss provision for the third quarter was 32% of fees, compared to 29% for the 2006 third quarter. The increase was primarily related to higher loss rates in the Company's newer locations, which are typical until such stores mature. The Company currently has disproportionately more of its short-term loan revenue being generated by its newer stores, as compared to the prior year. Management believes that the provision will be reduced in future periods as the newer stores mature and the overall number of newer stores becomes a smaller percentage of the overall store base.
- * Gross margins on retail automotive sales at Auto Master were 58% during the third quarter of 2007, while the margin net of the credit loss provision was 23%. The third quarter credit loss provision of 35% of retail sales reflects Auto Master's significant growth over the past year, including the effect of higher loss provision accruals for the seven new dealerships opened since November 2006. To accommodate its ongoing and future growth, Auto Master is currently implementing a more centralized collections process.

Financial Position & Liquidity

- * Earnings before interest, taxes, depreciation and amortization (EBITDA) for the trailing twelve months ended September 30, 2007 totaled \$74 million, an increase of 38% over the comparative prior-year period. The EBITDA margin for the trailing twelve months ended September 30, 2007 was 20%. A detailed reconciliation of this non-GAAP financial measure to net income is provided elsewhere in this release.
- * The Company repurchased 823,000 shares of its common stock during the quarter at an aggregate cost of \$18.2 million. The average repurchase price per share was \$22.09. To help finance the share repurchases and provide additional financial flexibility for future growth, the Company also increased its bank line of credit facility from \$50 million to \$90 million during the quarter, of which \$46.8 million was outstanding at quarter end.
- * The ratio of total assets to total liabilities at September 30, 2007 was 4 to 1; the current ratio was 8 to 1.

2007 Outlook

- * Although changes in the Company's operating model in Oregon, as a result of a new state law effective in July 2007, reduced third quarter net income by approximately \$0.01 per share, the Company is maintaining its current earnings per share guidance for 2007 at an estimated range of \$1.25 to \$1.30 per share. This represents an increase of 29% to 34% over 2006 diluted earnings per share.
- * The Company continues to project 78 to 85 combined new unit

openings for 2007, an increase of 19% to 21% over the fiscal 2006 count.

Commentary & Analysis

Rick Wessel, Chief Executive Officer, commented on the third quarter results, "We are pleased to again report record operating results, which included 51% revenue growth and 31% growth in net income as compared to the prior-year quarter. Our earnings were in-line with management's expectations, despite market anxiety surrounding the state of the U.S. economy and consumer credit."

Top-line revenue growth was again diversified across multiple product lines and geographic markets. Total revenues in Mexico grew by 40%, while in the U.S., pawn store revenues increased by over 12% and short-term loan store revenues increased by over 9%. In addition, the Company's Auto Master division contributed incremental revenues of almost \$24 million as compared to the same quarter last year.

The growth strategy for First Cash continues to be focused on organic expansion driven by new store openings. Mr. Wessel noted, "We continue to identify attractive locations, in both the U.S. and Mexico, where there is strong demand for our retail and consumer finance products. We are excited that two of the new dealerships opened in the third quarter are located in the Dallas/Fort Worth area, which represent the first locations in the Texas market for Auto Master."

In addition, the Company announced that it is further expanding its industry-leading presence in Mexico with a new store concept known as "CashYa!," which translated, means "Cash Now!" When fully developed, the CashYa! stores will provide a network of attractive and convenient retail locations offering various secured and unsecured short-term consumer loan products and other financial services, such as money transfers, bill payments and currency exchange. Mr. Wessel added, "Over the past year, we have opened 19 CashYa! locations, and while the concept is still in the testing and refinement phase, management is excited about the potential of both the store format and the new product offerings which will complement the Company's existing pawn operations in Mexico."

As noted, the Company repurchased \$18.2 million of common stock during the quarter. According to Mr. Wessel, "These repurchases reflect the strength of the Company's balance sheet and management's continued confidence in the growth and success of First Cash. We will continue to evaluate the market for opportunities to increase shareholder value by repurchasing stock."

Mr. Wessel concluded, "We are very pleased with our year-to-date results, and we remain confident in our ability to innovate and grow our key revenue categories. We believe that First Cash is well-positioned to continue its growth in terms of retail units, revenue, profits and shareholder value."

Forward-Looking Information

This release may contain forward-looking statements about the business, financial condition and prospects of First Cash Financial Services, Inc. ("First Cash" or the "Company"). Forward-looking statements, as that term is defined in the Private Securities Litigation Reform Act of 1995, can be identified by the use of forward-looking terminology such as "believes," "projects," "expects," "may," "estimates," "should," "plans," "intends," "could," or "anticipates," or the negative thereof, or other variations thereon, or comparable terminology, or by discussions of strategy. Forward-looking statements can also be identified by the fact that these statements do not relate strictly to historical or current matters. Rather, forward-looking statements relate to anticipated or expected events, activities, trends or results. Because forward-looking statements relate to matters that have not yet occurred, these statements are inherently subject to risks and uncertainties. Forward-looking statements in this release include, without limitation, the Company's expectations of earnings per share, earnings growth, expansion strategies, store and dealership openings, future liquidity, cash flows, credit loss provisions, debt repayments, consumer demand for the Company's products and services, competition, and other performance results. These statements are made to provide the public with management's current assessment of the Company's business. Although the Company believes that the expectations reflected in forward-looking statements are reasonable, there can be no assurances that such expectations will prove to be accurate. Security holders are cautioned that such forward-looking statements involve risks and uncertainties. The forward-looking statements contained in this release speak only as of the date of this statement, and the Company expressly disclaims any obligation or undertaking to report any updates or revisions to any such statement to reflect any change in the Company's expectations or any change in events, conditions or circumstances on which any such statement is based. Certain factors may cause results to differ materially from those anticipated by some of the statements made in this release. Such factors are difficult to predict and many are beyond the control of the Company and may include changes in regional, national or international economic conditions, changes in consumer borrowing and repayment behaviors, changes in credit markets, credit losses, changes or increases in competition, the ability to locate, open and staff new stores and dealerships, the availability or access to sources of inventory, inclement weather, the ability to successfully integrate acquisitions, the ability to retain key management personnel, the ability to operate with limited regulation as a credit services organization in Texas, new legislative initiatives or governmental regulations (or changes to existing laws and regulations) affecting short-term loan/payday advance businesses, credit services organizations, pawn businesses and buy-here/pay-here automotive businesses in both the U.S. and Mexico, unforeseen litigation, changes in interest rates, changes in tax rates or policies, changes in gold prices, changes in energy prices, changes in used-vehicle prices, cost of funds, changes in foreign currency exchange rates, future business decisions, and other uncertainties. These and other risks and uncertainties are further and more completely described in the Company's 2006 Annual Report on Form 10-K (see "Item 1A. Risk Factors") and updated in subsequent quarterly reports on Form 10-Q.

About First Cash

First Cash Financial Services, Inc. is a leading specialty retailer and provider of consumer financial services. Its pawn stores make small loans secured by pledged personal property, retail a wide variety of jewelry, electronics, tools and other merchandise, and in many locations, provide short-term loans and credit services products. The Company's short-term loan locations provide various combinations of short-term loan products, check-cashing, credit services and other financial services products. First Cash also operates automobile dealerships focused on the "buy-here/pay-here" segment of the used-vehicle retail market. In total, the Company owns and operates over 460 stores and buy-here/pay-here dealerships in thirteen U.S. states and ten states in Mexico. First Cash is also an equal partner in Cash & Go, Ltd., a joint venture, which owns and operates 39 check-cashing and financial services kiosks located inside convenience stores.

First Cash is a component company in both the Standard & Poors SmallCap 600 Index(r) and the Russell 2000 Index(r). First Cash's common stock (ticker symbol "FCFS") is traded on the Nasdaq Global Select Market, which has the highest initial listing standards of any stock exchange in the world based on financial and liquidity requirements.

The First Cash Financial Services, Inc. logo is available at <http://www.primenewswire.com/newsroom/prs/?pkgid=3365>

FIRST CASH FINANCIAL SERVICES, INC.

STORE COUNT ACTIVITY

The following tables detail store openings and closings for the three months and nine months ended September 30, 2007:

	U.S. Locations			Mexico	Total
	Pawn Stores	Loan/Check-Cashing Stores	Buy-Here/Pay-Here Automotive Dealerships	Short-Term Pawn/Loan Stores	

Short-Term					

Three Months Ended September 30, 2007	-----				
Total locations, beginning of period	94	155	12	187	448
New locations opened	--	3	3	9	15
Locations closed or consolidated	--	(2)	--	(1)	(3)
Total locations, end of period	94	156	15	195	460
	=====	=====	=====	=====	=====

Nine Months Ended September 30, 2007	-----				
Total locations, beginning of period	95	145	10	157	407
New locations opened	--	13	5	40	58
Locations closed or consolidated	(1)	(2)	--	(2)	(5)
Total locations, end of period	94	156	15	195	460
	=====	=====	=====	=====	=====

For the three months and nine months ended September 30, 2007, the Company's 50% owned joint venture, Cash & Go, Ltd., operated a total of 39 kiosks located inside convenience stores in the state of Texas, which are not included in the above charts. During the nine months ending September 30, 2007, the Company closed one Cash & Go, Ltd. kiosk.

FIRST CASH FINANCIAL SERVICES, INC.

CONDENSED CONSOLIDATED STATEMENTS OF INCOME

Three Months Ended September 30,		Nine Months Ended September 30,	
2007	2006 (a)	2007	2006 (a)
-----	-----	-----	-----

(unaudited)
(in thousands, except per share amounts)

Revenue:				
Merchandise sales	\$ 67,388	\$ 36,988	\$ 182,886	\$ 95,850
Finance and service charges	36,585	31,479	101,735	82,685
Other	990	1,005	3,222	3,012
	-----	-----	-----	-----
	104,963	69,472	287,843	181,547
	-----	-----	-----	-----
Cost of revenue:				
Cost of goods sold	36,027	20,781	97,091	55,314
Credit loss provision	16,034	6,789	37,628	11,328
Other	57	122	269	312
	-----	-----	-----	-----
	52,118	27,692	134,988	66,954
	-----	-----	-----	-----
Net revenue	52,845	41,780	152,855	114,593
	-----	-----	-----	-----
Expenses and other income:				
Store operating expenses	26,311	21,086	75,365	57,853
Administrative expenses	6,777	6,031	21,545	16,801
Depreciation and amortization	2,797	2,090	8,054	5,690
Interest expense	778	219	1,487	219
Interest income	(18)	(141)	(56)	(691)
	-----	-----	-----	-----
	36,645	29,285	106,395	79,872
	-----	-----	-----	-----
Income before income taxes	16,200	12,495	46,460	34,721
Provision for income taxes	5,815	4,560	16,911	12,669
	-----	-----	-----	-----
Net income	\$ 10,385	\$ 7,935	\$ 29,549	\$ 22,052
	=====	=====	=====	=====
Net income per share:				
Basic	\$ 0.33	\$ 0.26	\$ 0.93	\$ 0.70
	=====	=====	=====	=====
Diluted	\$ 0.32	\$ 0.25	\$ 0.89	\$ 0.67
	=====	=====	=====	=====
Weighted average shares outstanding:				
Basic	31,637	30,938	31,786	31,514
	=====	=====	=====	=====
Diluted	32,880	32,283	33,160	32,866
	=====	=====	=====	=====

(a) On August 25, 2006, the Company acquired Guaranteed Auto Finance, Inc. and SHAC, Inc. (collectively doing business as "Auto Master"). Accordingly, the Condensed Consolidated Statements of Income for the three and nine month periods ending September 30, 2006 do not include the results of Auto Master prior to August 25, 2006.

FIRST CASH FINANCIAL SERVICES, INC.

CONDENSED CONSOLIDATED BALANCE SHEETS

	September 30,	
	-----	-----
	2007	2006
	----	----
	(unaudited)	
ASSETS		
Cash and cash equivalents	\$ 11,811	\$ 20,789
Finance and service charges receivable	6,769	5,203
Customer receivables, net of allowances	75,652	59,055
Inventories	34,947	27,663
Prepaid expenses and other current assets	10,301	7,026
	-----	-----
Total current assets	139,480	119,736
Customer receivables with long-term maturities, net of allowance	30,090	12,365
Property and equipment, net	42,608	29,119

Goodwill and other intangible assets, net	72,400	72,631
Other	1,384	1,208
	-----	-----
Total assets	\$285,962	\$235,059
	=====	=====
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current portion of notes payable	\$ 2,250	\$ 2,250
Accounts payable	1,818	2,091
Accrued liabilities	12,793	13,601
	-----	-----
Total current liabilities	16,861	17,942
Revolving credit facility	46,800	31,000
Notes payable, net of current portion	5,500	7,750
Deferred income taxes payable	8,059	9,245
	-----	-----
Total liabilities	77,220	65,937
Stockholders' equity	208,742	169,122
	-----	-----
Total liabilities and stockholders' equity	\$285,962	\$235,059
	=====	=====

FIRST CASH FINANCIAL SERVICES, INC.

REVENUE, COST OF REVENUE AND NET REVENUE BY PRODUCT LINE

The following tables detail revenue, cost of revenue and net revenue by product line for the three months ended September 30, 2007 and September 30, 2006 (unaudited, amounts in thousands):

	Pawn	Short-Term Loan/ Check- Cashing	Buy-Here/ Pay-Here Automotive	Total
	-----	-----	-----	-----
Three Months Ended September 30, 2007 -----				
Revenue:				
Merchandise sales:				
Retail	\$ 26,925	\$ --	\$ 27,863	\$ 54,788
Wholesale	12,043	--	557	12,600
Finance and service charges	15,372	19,307	1,906	36,585
Other	28	932	30	990
	-----	-----	-----	-----
	54,368	20,239	30,356	104,963
	-----	-----	-----	-----
Cost of revenue:				
Cost of goods sold:				
Retail	15,057	--	11,639	26,696
Wholesale	8,269	--	1,062	9,331
Credit loss provision	--	6,156	9,878	16,034
Other	--	57	--	57
	-----	-----	-----	-----
	23,326	6,213	22,579	52,118
	-----	-----	-----	-----
Net revenue	\$ 31,042	\$ 14,026	\$ 7,777	\$ 52,845
	=====	=====	=====	=====

Three Months Ended
September 30, 2006

Revenue:				
Merchandise sales:				
Retail	\$ 22,087	\$ --	\$ 6,221	\$ 28,308
Wholesale	8,533	--	147	8,680
Finance and service charges	12,906	18,244	329	31,479
Other	3	976	26	1,005
	-----	-----	-----	-----

	43,529	19,220	6,723	69,472
Cost of revenue:				
Cost of goods sold:				
Retail	12,285	--	2,749	15,034
Wholesale	5,537	--	210	5,747
Credit loss provision	--	5,237	1,552	6,789
Other	--	122	--	122
	17,822	5,359	4,511	27,692
Net revenue	\$ 25,707	\$ 13,861	\$ 2,212	\$ 41,780

FIRST CASH FINANCIAL SERVICES, INC.

REVENUE, COST OF REVENUE AND NET REVENUE BY PRODUCT LINE
(CONTINUED)

The following tables detail revenue, cost of revenue and net revenue by product line for the nine months ended September 30, 2007 and September 30, 2006 (unaudited, amounts in thousands):

	Pawn	Short-Term Loan/ Check- Cashing	Buy-Here/ Pay-Here Automotive	Total
Nine Months Ended September 30, 2007				
Revenue:				
Merchandise sales:				
Retail	\$ 79,538	\$ --	\$ 73,765	\$ 153,303
Wholesale	27,878	--	1,705	29,583
Finance and service charges	42,717	53,969	5,049	101,735
Other	54	3,056	112	3,222
	150,187	57,025	80,631	287,843
Cost of revenue:				
Cost of goods sold:				
Retail	44,649	--	30,947	75,596
Wholesale	18,796	--	2,699	21,495
Credit loss provision	--	13,672	23,956	37,628
Other	--	269	--	269
	63,445	13,941	57,602	134,988
Net revenue	\$ 86,742	\$ 43,084	\$ 23,029	\$ 152,855

Nine Months Ended September 30, 2006				
Revenue:				
Merchandise sales:				
Retail	\$ 65,858	\$ --	\$ 6,221	\$ 72,079
Wholesale	23,624	--	147	23,771
Finance and service charges	35,306	47,050	329	82,685
Other	13	2,973	26	3,012
	124,801	50,023	6,723	181,547
Cost of revenue:				
Cost of goods sold:				
Retail	36,634	--	2,749	39,383

Wholesale	15,721	--	210	15,931
Credit loss provision	--	9,776	1,552	11,328
Other	--	312	--	312
	-----	-----	-----	-----
	52,355	10,088	4,511	66,954
	-----	-----	-----	-----
Net revenue	\$ 72,446	\$ 39,935	\$ 2,212	\$ 114,593
	=====	=====	=====	=====

FIRST CASH FINANCIAL SERVICES, INC.

SELECTED ASSETS BY PRODUCT LINE

The following table details selected assets by product line as of September 30, 2007 and September 30, 2006 (unaudited, amounts in thousands):

	Pawn	Short-Term Loan/ Check- Cashing	Buy-Here/ Pay-Here Automotive	Total
	-----	-----	-----	-----
September 30, 2007	-----			
Customer receivables, with current and long- term maturities	\$ 40,650	\$ 8,126	\$ 73,403	\$ 122,179
CSO loans held by independent third- party lender (a)	--	12,416	--	12,416
Allowances for doubtful accounts	--	(871)	(16,121)	(16,992)
	-----	-----	-----	-----
	\$ 40,650	\$ 19,671	\$ 57,282	\$ 117,603
	=====	=====	=====	=====
Inventories	\$ 27,460	\$ --	\$ 7,487	\$ 34,947
	=====	=====	=====	=====
September 30, 2006	-----			
Customer receivables, with current and long- term maturities	\$ 34,699	\$ 6,698	\$ 39,686	\$ 81,083
CSO loans held by independent third- party lender (a)	--	11,457	--	11,457
Allowances for doubtful accounts	--	(729)	(9,424)	(10,153)
	-----	-----	-----	-----
	\$ 34,699	\$ 17,426	\$ 30,262	\$ 82,387
	=====	=====	=====	=====
Inventories	\$ 24,912	\$ --	\$ 2,751	\$ 27,663
	=====	=====	=====	=====

(a) CSO loans outstanding are comprised of the principal portion of active CSO loans outstanding from an independent third-party lender, which are not included on the Company's balance sheet.

FIRST CASH FINANCIAL SERVICES, INC.

UNAUDITED NON-GAAP FINANCIAL INFORMATION -- EBITDA

EBITDA is commonly used by investors to assess a company's leverage capacity, liquidity and financial performance. EBITDA is not considered a measure of financial performance under U.S. generally accepted accounting principles ("GAAP"), and the items excluded from EBITDA are significant components in understanding and assessing the Company's financial performance. Since EBITDA is not a measure determined in accordance with GAAP and is thus susceptible to varying calculations, EBITDA, as presented, may not be comparable to other similarly titled measures of other companies. EBITDA should not be considered as an alternative to net income, cash flows provided by or used in operating, investing or financing activities or other financial statement data presented in the Company's consolidated financial statements as an indicator of financial performance or liquidity. Non-GAAP

measures should be evaluated in conjunction with, and are not a substitute for, GAAP financial measures. The following table provides a reconciliation of net income to EBITDA (unaudited, amounts in thousands):

	Trailing Twelve Months Ended September 30,	
	2007	2006
Net income	\$ 39,241	\$ 29,773
Adjustments:		
Income taxes	22,098	16,812
Depreciation and amortization	10,405	7,299
Interest expense	2,184	219
Interest income	(92)	(791)
Earnings before interest, income taxes, depreciation and amortization	\$ 73,836 =====	\$ 53,312 =====
EBITDA margin calculated as follows:		
Total revenue	\$ 376,018	\$ 241,688
Earnings before interest, income taxes, depreciation and amortization	73,836	53,312
EBITDA as a percent of revenue	20% =====	22% =====

CONTACT: First Cash Financial Services, Inc.
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