

CASH AMERICA INTERNATIONAL INC

Form 8-K

July 22, 2010

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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):  
July 22, 2010

CASH AMERICA INTERNATIONAL, INC.  
(Exact name of registrant as specified in its charter)

Texas  
(State of incorporation)

1-9733  
(Commission File No.)

75-2018239  
(IRS Employer Identification No.)

1600 West 7th Street

Fort Worth, Texas 76102  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (817) 335-1100

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))
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ITEM 2.02 RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On July 22, 2010, Cash America International, Inc. (the “Company”) reported that during the second quarter of 2010 the Company renamed its Internet Services Division as the E-commerce Division and realigned its operating segments into two reportable segments: retail services and e-commerce. The retail services segment covers all of the operations of the Company’s Retail Services Division, which is comprised of both domestic and foreign storefront locations that offer pawn lending, consumer loans (formerly referred to as cash advances), check cashing and other ancillary services, and the e-commerce segment covers all of the operations of the Company’s E-commerce Division, which is comprised of the Company’s domestic and foreign online channel (which covers the Company’s internet lending activities, as well as online gold buying activities and other ancillary services) and the Company’s micro line of credit (“MLOC”) services channel (formerly referred to as card services). The segment realignment was in response to a number of changing factors within the Company’s business. First, the Company’s business strategy at retail services locations now emphasizes a broad array of products such as pawn loans, gold buying, and consumer loans in most locations, such that the previously reported delineation of pawn and consumer loan-centric locations became obsolete. Second, the Company’s management performance assessment, allocation of resources, and operating decisions have migrated to a two segment structure with one Division President overseeing retail services activities and another Division President overseeing e-commerce activities. Third, the Company’s e-commerce products have expanded and now include activities such as the MLOC services and online gold buying. Financial information for prior years reflects the current segment structure. Certain amounts in the consolidated financial statements have been reclassified to reflect the current segment structure. These reclassifications have no impact on consolidated results previously reported.

The Company allocates corporate administrative expenses to each operating segment based on personnel expenses at each segment. In the e-commerce segment, certain administrative expenses are allocated between the domestic and foreign components based on the amount of loans written for each geographic location. For comparison purposes, all prior periods in the tables below reflect the current classification of administrative and operating expenses.

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The following tables set forth the Company's operating segment disclosures by quarter and for the respective year-to-date periods of 2010, 2009 and 2008 under the revised segment structure:

|  | Retail Services(1) |           |           | E-Commerce(2) |          |           | Consolidated |
|--|--------------------|-----------|-----------|---------------|----------|-----------|--------------|
|  | Domestic           | Foreign   | Total     | Domestic      | Foreign  | Total     |              |
| Three Months Ended<br>June 30, 2010      |                    |           |           |               |          |           |              |
| Revenue                                  |                    |           |           |               |          |           |              |
| Pawn loan fees and service charges       | \$51,080           | \$8,427   | \$59,507  | \$-           | \$-      | \$-       | \$ 59,507    |
| Proceeds from disposition of merchandise | 113,850            | -         | 113,850   | -             | -        | -         | 113,850      |
| Consumer loan fees                       | 26,782             | -         | 26,782    | 67,277        | 21,806   | 89,083    | 115,865      |
| Other                                    | 2,616              | 41        | 2,657     | 202           | -        | 202       | 2,859        |
| Total revenue                            | 194,328            | 8,468     | 202,796   | 67,479        | 21,806   | 89,285    | 292,081      |
| Cost of revenue – disposed merchandise   | 70,417             | -         | 70,417    | -             | -        | -         | 70,417       |
| Net revenue                              | 123,911            | 8,468     | 132,379   | 67,479        | 21,806   | 89,285    | 221,664      |
| Expenses                                 |                    |           |           |               |          |           |              |
| Operations                               | 72,955             | 4,665     | 77,620    | 16,634        | 7,677    | 24,311    | 101,931      |
| Consumer loan loss provision             | 5,019              | -         | 5,019     | 29,466        | 10,449   | 39,915    | 44,934       |
| Administration                           | 10,926             | 2,194     | 13,120    | 8,948         | 3,378    | 12,326    | 25,446       |
| Depreciation and amortization            | 6,954              | 1,231     | 8,185     | 1,959         | 71       | 2,030     | 10,215       |
| Total expenses                           | 95,854             | 8,090     | 103,944   | 57,007        | 21,575   | 78,582    | 182,526      |
| Income (loss) from operations            | \$28,057           | \$378     | \$28,435  | \$10,472      | \$231    | \$10,703  | \$ 39,138    |
| As of June 30, 2010                      |                    |           |           |               |          |           |              |
| Total assets                             | \$800,774          | \$119,137 | \$919,911 | \$332,809     | \$47,767 | \$380,576 | \$ 1,300,487 |
| Goodwill                                 |                    |           | \$303,476 |               | \$       | \$210,282 | \$ 513,758   |

|  | Retail Services(1) |         |          | E-Commerce(2) |         |        | Consolidated |
|--|--------------------|---------|----------|---------------|---------|--------|--------------|
|  | Domestic           | Foreign | Total    | Domestic      | Foreign | Total  |              |
| Three Months Ended<br>March 31, 2010     |                    |         |          |               |         |        |              |
| Revenue                                  |                    |         |          |               |         |        |              |
| Pawn loan fees and service charges       | \$50,862           | \$7,419 | \$58,281 | \$-           | \$-     | \$-    | \$ 58,281    |
| Proceeds from disposition of merchandise | 141,883            | -       | 141,883  | -             | -       | -      | 141,883      |
| Consumer loan fees                       | 27,544             | -       | 27,544   | 62,634        | 18,264  | 80,898 | 108,442      |

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|   |           |           |           |           |          |           |              |
|---|-----------|-----------|-----------|-----------|----------|-----------|--------------|
| Other                                     | 4,107     | 33        | 4,140     | 316       | -        | 316       | 4,456        |
| Total revenue                             | 224,396   | 7,452     | 231,848   | 62,950    | 18,264   | 81,214    | 313,062      |
| Cost of revenue –<br>disposed merchandise | 89,945    | -         | 89,945    | -         | -        | -         | 89,945       |
| Net revenue                               | 134,451   | 7,452     | 141,903   | 62,950    | 18,264   | 81,214    | 223,117      |
| Expenses                                  |           |           |           |           |          |           |              |
| Operations                                | 73,098    | 3,743     | 76,841    | 13,779    | 5,899    | 19,678    | 96,519       |
| Consumer loan loss<br>provision           | 2,986     | -         | 2,986     | 23,413    | 7,494    | 30,907    | 33,893       |
| Administration                            | 12,456    | 1,979     | 14,435    | 8,252     | 2,861    | 11,113    | 25,548       |
| Depreciation and<br>amortization          | 7,544     | 1,143     | 8,687     | 1,972     | 59       | 2,031     | 10,718       |
| Total expenses                            | 96,084    | 6,865     | 102,949   | 47,416    | 16,313   | 63,729    | 166,678      |
| Income (loss) from<br>operations          | \$38,367  | \$587     | \$38,954  | \$15,534  | \$1,951  | \$17,485  | \$ 56,439    |
| As of March 31, 2010                      |           |           |           |           |          |           |              |
| Total assets                              | \$757,879 | \$122,077 | \$879,956 | \$305,870 | \$36,498 | \$342,368 | \$ 1,222,324 |
| Goodwill                                  |           |           | \$303,966 |           | \$       | \$205,038 | \$ 509,004   |

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|  | Retail Services(1) |            |            | E-Commerce(2) |           |            | Consolidated |
|--|--------------------|------------|------------|---------------|-----------|------------|--------------|
|  | Domestic           | Foreign    | Total      | Domestic      | Foreign   | Total      |              |
| Six Months Ended<br>June 30, 2010        |                    |            |            |               |           |            |              |
| Revenue                                  |                    |            |            |               |           |            |              |
| Pawn loan fees and service charges       | \$ 101,942         | \$ 15,846  | \$ 117,788 | \$ -          | \$ -      | \$ -       | \$ 117,788   |
| Proceeds from disposition of merchandise | 255,733            | -          | 255,733    | -             | -         | -          | 255,733      |
| Consumer loan fees                       | 54,326             | -          | 54,326     | 129,911       | 40,070    | 169,981    | 224,307      |
| Other                                    | 6,723              | 74         | 6,797      | 518           | -         | 518        | 7,315        |
| Total revenue                            | 418,724            | 15,920     | 434,644    | 130,429       | 40,070    | 170,499    | 605,143      |
| Cost of revenue – disposed merchandise   |                    |            |            |               |           |            |              |
|  | 160,362            | -          | 160,362    | -             | -         | -          | 160,362      |
| Net revenue                              | 258,362            | 15,920     | 274,282    | 130,429       | 40,070    | 170,499    | 444,781      |
| Expenses                                 |                    |            |            |               |           |            |              |
| Operations                               | 146,053            | 8,408      | 154,461    | 30,413        | 13,576    | 43,989     | 198,450      |
| Consumer loan loss provision             | 8,005              | -          | 8,005      | 52,879        | 17,943    | 70,822     | 78,827       |
| Administration                           | 23,382             | 4,173      | 27,555     | 17,200        | 6,239     | 23,439     | 50,994       |
| Depreciation and amortization            | 14,498             | 2,374      | 16,872     | 3,931         | 130       | 4,061      | 20,933       |
| Total expenses                           | 191,938            | 14,955     | 206,893    | 104,423       | 37,888    | 142,311    | 349,204      |
| Income (loss) from operations            | \$ 66,424          | \$ 965     | \$ 67,389  | \$ 26,006     | \$ 2,182  | \$ 28,188  | \$ 95,577    |
| As of June 30, 2010                      |                    |            |            |               |           |            |              |
| Total assets                             | \$ 800,774         | \$ 119,137 | \$ 919,911 | \$ 332,809    | \$ 47,767 | \$ 380,576 | \$ 1,300,487 |
| Goodwill                                 |                    |            | \$ 303,476 |               | \$        | \$ 210,282 | \$ 513,758   |

|  | Retail Services(1) |         |          | E-Commerce(2) |         |        | Consolidated |
|--|--------------------|---------|----------|---------------|---------|--------|--------------|
|  | Domestic           | Foreign | Total    | Domestic      | Foreign | Total  |              |
| Three Months Ended<br>December 31, 2009  |                    |         |          |               |         |        |              |
| Revenue                                  |                    |         |          |               |         |        |              |
| Pawn loan fees and service charges       | \$54,607           | \$9,412 | \$64,019 | \$-           | \$-     | \$-    | \$ 64,019    |
| Proceeds from disposition of merchandise | 148,017            | -       | 148,017  | -             | -       | -      | 148,017      |
| Consumer loan fees                       | 32,336             | -       | 32,336   | 60,909        | 15,492  | 76,401 | 108,737      |
| Other                                    | 2,622              | 80      | 2,702    | 222           | -       | 222    | 2,924        |

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|   |           |           |           |           |          |           |              |
|---|-----------|-----------|-----------|-----------|----------|-----------|--------------|
| Total revenue                             | 237,582   | 9,492     | 247,074   | 61,131    | 15,492   | 76,623    | 323,697      |
| Cost of revenue –<br>disposed merchandise | 94,699    | -         | 94,699    | -         | -        | -         | 94,699       |
| Net revenue                               | 142,883   | 9,492     | 152,375   | 61,131    | 15,492   | 76,623    | 228,998      |
| Expenses                                  |           |           |           |           |          |           |              |
| Operations                                | 74,111    | 3,975     | 78,086    | 15,964    | 4,796    | 20,760    | 98,846       |
| Consumer loan loss<br>provision           | 6,010     | -         | 6,010     | 25,748    | 7,416    | 33,164    | 39,174       |
| Administration                            | 10,382    | 1,945     | 12,327    | 8,325     | 1,146    | 9,471     | 21,798       |
| Depreciation and<br>amortization          | 7,701     | 1,134     | 8,835     | 1,781     | 20       | 1,801     | 10,636       |
| Total expenses                            | 98,204    | 7,054     | 105,258   | 51,818    | 13,378   | 65,196    | 170,454      |
| Income (loss) from<br>operations          | \$44,679  | \$2,438   | \$47,117  | \$9,313   | \$2,114  | \$11,427  | \$ 58,544    |
| As of December 31,<br>2009                |           |           |           |           |          |           |              |
| Total assets                              | \$815,518 | \$118,478 | \$933,996 | \$307,336 | \$28,323 | \$335,659 | \$ 1,269,655 |
| Goodwill                                  |           |           | \$296,409 |           | \$       | \$197,083 | \$ 493,492   |

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|  | Retail Services(1) |           |           | E-Commerce(2) |          |           | Consolidated |
|--|--------------------|-----------|-----------|---------------|----------|-----------|--------------|
|  | Domestic           | Foreign   | Total     | Domestic      | Foreign  | Total     |              |
| Three Months Ended September 30, 2009    |                    |           |           |               |          |           |              |
| Revenue                                  |                    |           |           |               |          |           |              |
| Pawn loan fees and service charges       | \$52,428           | \$7,492   | \$59,920  | \$-           | \$-      | \$-       | \$ 59,920    |
| Proceeds from disposition of merchandise | 114,786            | -         | 114,786   | -             | -        | -         | 114,786      |
| Consumer loan fees                       | 31,619             | -         | 31,619    | 54,897        | 11,693   | 66,590    | 98,209       |
| Other                                    | 2,777              | 195       | 2,972     | 296           | -        | 296       | 3,268        |
| Total revenue                            | 201,610            | 7,687     | 209,297   | 55,193        | 11,693   | 66,886    | 276,183      |
| Cost of revenue – disposed merchandise   |                    |           |           |               |          |           |              |
|  | 75,542             | -         | 75,542    | -             | -        | -         | 75,542       |
| Net revenue                              | 126,068            | 7,687     | 133,755   | 55,193        | 11,693   | 66,886    | 200,641      |
| Expenses                                 |                    |           |           |               |          |           |              |
| Operations                               | 68,833             | 3,131     | 71,964    | 13,119        | 4,285    | 17,404    | 89,368       |
| Consumer loan loss provision             | 7,190              | -         | 7,190     | 25,007        | 5,493    | 30,500    | 37,690       |
| Administration                           | 10,649             | 1,879     | 12,528    | 8,550         | 856      | 9,406     | 21,934       |
| Depreciation and amortization            | 7,352              | 966       | 8,318     | 1,892         | 9        | 1,901     | 10,219       |
| Total expenses                           | 94,024             | 5,976     | 100,000   | 48,568        | 10,643   | 59,211    | 159,211      |
| Income (loss) from operations            | \$32,044           | \$1,711   | \$33,755  | \$6,625       | \$1,050  | \$7,675   | \$ 41,430    |
| As of September 30, 2009                 |                    |           |           |               |          |           |              |
| Total assets                             | \$816,025          | \$114,039 | \$930,064 | \$278,256     | \$20,692 | \$298,948 | \$ 1,229,012 |
| Goodwill                                 |                    |           | \$297,906 |               | \$       | \$195,478 | \$ 493,384   |

|  | Retail Services(1) |         |          | E-Commerce(2) |         |        | Consolidated |
|--|--------------------|---------|----------|---------------|---------|--------|--------------|
|  | Domestic           | Foreign | Total    | Domestic      | Foreign | Total  |              |
| Three Months Ended June 30, 2009         |                    |         |          |               |         |        |              |
| Revenue                                  |                    |         |          |               |         |        |              |
| Pawn loan fees and service charges       | \$47,373           | \$6,907 | \$54,280 | \$-           | \$-     | \$-    | \$ 54,280    |
| Proceeds from disposition of merchandise | 110,173            | -       | 110,173  | -             | -       | -      | 110,173      |
| Consumer loan fees                       | 27,330             | -       | 27,330   | 49,715        | 7,557   | 57,272 | 84,602       |
| Other                                    | 2,871              | 65      | 2,936    | 390           | -       | 390    | 3,326        |
| Total revenue                            | 187,747            | 6,972   | 194,719  | 50,105        | 7,557   | 57,662 | 252,381      |

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|   |           |           |           |           |          |           |              |
|---|-----------|-----------|-----------|-----------|----------|-----------|--------------|
| Cost of revenue –<br>disposed merchandise | 71,534    | -         | 71,534    | -         | -        | -         | 71,534       |
| Net revenue                               | 116,213   | 6,972     | 123,185   | 50,105    | 7,557    | 57,662    | 180,847      |
| Expenses                                  |           |           |           |           |          |           |              |
| Operations                                | 70,071    | 3,127     | 73,198    | 10,186    | 3,011    | 13,197    | 86,395       |
| Consumer loan loss<br>provision           | 4,558     | -         | 4,558     | 21,026    | 3,594    | 24,620    | 29,178       |
| Administration                            | 12,147    | 1,574     | 13,721    | 8,065     | 895      | 8,960     | 22,681       |
| Depreciation and<br>amortization          | 7,621     | 903       | 8,524     | 1,860     | 9        | 1,869     | 10,393       |
| Total expenses                            | 94,397    | 5,604     | 100,001   | 41,137    | 7,509    | 48,646    | 148,647      |
| Income (loss) from<br>operations          | \$21,816  | \$1,368   | \$23,184  | \$8,968   | \$48     | \$9,016   | \$ 32,200    |
| As of June 30, 2009                       |           |           |           |           |          |           |              |
| Total assets                              | \$782,367 | \$111,207 | \$893,574 | \$277,243 | \$15,808 | \$293,051 | \$ 1,186,625 |
| Goodwill                                  |           |           | \$298,370 |           | \$       | \$195,478 | \$ 493,848   |

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|  | Retail Services(1) |           |           | E-Commerce(2) |          |           | Consolidated |
|--|--------------------|-----------|-----------|---------------|----------|-----------|--------------|
|  | Domestic           | Foreign   | Total     | Domestic      | Foreign  | Total     |              |
| Three Months Ended March 31, 2009        |                    |           |           |               |          |           |              |
| Revenue                                  |                    |           |           |               |          |           |              |
| Pawn loan fees and service charges       | \$46,496           | \$6,463   | \$52,959  | \$-           | \$-      | \$-       | \$ 52,959    |
| Proceeds from disposition of merchandise | 129,760            | -         | 129,760   | -             | -        | -         | 129,760      |
| Consumer loan fees                       | 26,712             | -         | 26,712    | 47,840        | 5,756    | 53,596    | 80,308       |
| Other                                    | 4,786              | 69        | 4,855     | 210           | -        | 210       | 5,065        |
| Total revenue                            | 207,754            | 6,532     | 214,286   | 48,050        | 5,756    | 53,806    | 268,092      |
| Cost of revenue – disposed merchandise   | 82,502             | -         | 82,502    | -             | -        | -         | 82,502       |
| Net revenue                              | 125,252            | 6,532     | 131,784   | 48,050        | 5,756    | 53,806    | 185,590      |
| Expenses                                 |                    |           |           |               |          |           |              |
| Operations                               | 70,888             | 2,411     | 73,299    | 10,145        | 2,078    | 12,223    | 85,522       |
| Consumer loan loss provision             | 3,884              | -         | 3,884     | 17,796        | 3,094    | 20,890    | 24,774       |
| Administration                           | 12,631             | 1,480     | 14,111    | 6,410         | 953      | 7,363     | 21,474       |
| Depreciation and amortization            | 7,787              | 828       | 8,615     | 1,717         | 9        | 1,726     | 10,341       |
| Total expenses                           | 95,190             | 4,719     | 99,909    | 36,068        | 6,134    | 42,202    | 142,111      |
| Income (loss) from operations            | \$30,062           | \$1,813   | \$31,875  | \$11,982      | \$(378)  | \$11,604  | \$ 43,479    |
| As of March 31, 2009                     |                    |           |           |               |          |           |              |
| Total assets                             | \$744,003          | \$103,487 | \$847,490 | \$270,720     | \$11,402 | \$282,122 | \$ 1,129,612 |
| Goodwill                                 |                    |           | \$294,301 |               | \$       | \$195,478 | \$ 489,779   |

|  | Retail Services(1) |          |           | E-Commerce(2) |         |         | Consolidated |
|--|--------------------|----------|-----------|---------------|---------|---------|--------------|
|  | Domestic           | Foreign  | Total     | Domestic      | Foreign | Total   |              |
| Year Ended December 31, 2009             |                    |          |           |               |         |         |              |
| Revenue                                  |                    |          |           |               |         |         |              |
| Pawn loan fees and service charges       | \$200,904          | \$30,274 | \$231,178 | \$-           | \$-     | \$-     | \$ 231,178   |
| Proceeds from disposition of merchandise | 502,736            | -        | 502,736   | -             | -       | -       | 502,736      |
| Consumer loan fees                       | 117,997            | -        | 117,997   | 213,361       | 40,498  | 253,859 | 371,856      |
| Other                                    | 13,056             | 409      | 13,465    | 1,118         | -       | 1,118   | 14,583       |
| Total revenue                            | 834,693            | 30,683   | 865,376   | 214,479       | 40,498  | 254,977 | 1,120,353    |
|  | 324,277            | -        | 324,277   | -             | -       | -       | 324,277      |

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|   |           |           |           |           |          |           |              |
|---|-----------|-----------|-----------|-----------|----------|-----------|--------------|
| Cost of revenue –<br>disposed merchandise |           |           |           |           |          |           |              |
| Net revenue                               | 510,416   | 30,683    | 541,099   | 214,479   | 40,498   | 254,977   | 796,076      |
| Expenses                                  |           |           |           |           |          |           |              |
| Operations                                | 283,903   | 12,644    | 296,547   | 49,414    | 14,170   | 63,584    | 360,131      |
| Consumer loan loss<br>provision           | 21,642    | -         | 21,642    | 89,577    | 19,597   | 109,174   | 130,816      |
| Administration                            | 45,810    | 6,878     | 52,688    | 31,350    | 3,850    | 35,200    | 87,888       |
| Depreciation and<br>amortization          | 30,461    | 3,831     | 34,292    | 7,250     | 47       | 7,297     | 41,589       |
| Total expenses                            | 381,816   | 23,353    | 405,169   | 177,591   | 37,664   | 215,255   | 620,424      |
| Income (loss) from<br>operations          | \$128,600 | \$7,330   | \$135,930 | \$36,888  | \$2,834  | \$39,722  | \$ 175,652   |
| As of December 31,<br>2009                |           |           |           |           |          |           |              |
| Total assets                              | \$815,518 | \$118,478 | \$933,996 | \$307,336 | \$28,323 | \$335,659 | \$ 1,269,655 |
| Goodwill                                  |           |           | \$296,409 |           | \$       | \$197,083 | \$ 493,492   |

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|  | Retail Services(1) |          |           | E-Commerce(2) |          |           | Consolidated |
|--|--------------------|----------|-----------|---------------|----------|-----------|--------------|
|  | Domestic           | Foreign  | Total     | Domestic      | Foreign  | Total     |              |
| Three Months Ended<br>December 31, 2008  |                    |          |           |               |          |           |              |
| Revenue                                  |                    |          |           |               |          |           |              |
| Pawn loan fees and service charges       | \$49,884           | \$1,323  | \$51,207  | \$-           | \$-      | \$-       | \$ 51,207    |
| Proceeds from disposition of merchandise | 135,466            | -        | 135,466   | -             | -        | -         | 135,466      |
| Consumer loan fees                       | 31,641             | -        | 31,641    | 52,898        | 5,454    | 58,352    | 89,993       |
| Other                                    | 3,296              | 7        | 3,303     | (53 )         | -        | (53 )     | 3,250        |
| Total revenue                            | 220,287            | 1,330    | 221,617   | 52,845        | 5,454    | 58,299    | 279,916      |
| Cost of revenue – disposed merchandise   | 89,070             | -        | 89,070    | -             | -        | -         | 89,070       |
| Net revenue                              | 131,217            | 1,330    | 132,547   | 52,845        | 5,454    | 58,299    | 190,846      |
| Expenses                                 |                    |          |           |               |          |           |              |
| Operations                               | 73,834             | 425      | 74,259    | 10,871        | 2,060    | 12,931    | 87,190       |
| Consumer loan loss provision             | 8,465              | -        | 8,465     | 25,524        | 3,917    | 29,441    | 37,906       |
| Administration                           | 15,144             | 340      | 15,484    | 6,121         | 301      | 6,422     | 21,906       |
| Depreciation and amortization            | 9,966              | 56       | 10,022    | 1,664         | 9        | 1,673     | 11,695       |
| Total expenses                           | 107,409            | 821      | 108,230   | 44,180        | 6,287    | 50,467    | 158,697      |
| Income (loss) from operations            | \$23,808           | \$509    | \$24,317  | \$8,665       | \$(833 ) | \$7,832   | \$ 32,149    |
| As of December 31, 2008                  |                    |          |           |               |          |           |              |
| Total assets                             | \$810,985          | \$99,319 | \$910,304 | \$266,576     | \$9,630  | \$276,206 | \$ 1,186,510 |
| Goodwill                                 |                    |          | \$295,481 |               | \$       | \$198,711 | \$ 494,192   |

|  | Retail Services(1) |         |          | E-Commerce(2) |         |        | Consolidated |
|--|--------------------|---------|----------|---------------|---------|--------|--------------|
|  | Domestic           | Foreign | Total    | Domestic      | Foreign | Total  |              |
| Three Months Ended<br>September 30, 2008 |                    |         |          |               |         |        |              |
| Revenue                                  |                    |         |          |               |         |        |              |
| Pawn loan fees and service charges       | \$46,977           | \$-     | \$46,977 | \$-           | \$-     | \$-    | \$ 46,977    |
| Proceeds from disposition of merchandise | 105,517            | -       | 105,517  | -             | -       | -      | 105,517      |
| Consumer loan fees                       | 35,443             | -       | 35,443   | 53,436        | 7,422   | 60,858 | 96,301       |
| Other                                    | 3,335              | -       | 3,335    | 57            | -       | 57     | 3,392        |
| Total revenue                            | 191,272            | -       | 191,272  | 53,493        | 7,422   | 60,915 | 252,187      |

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|  |           |     |           |           |           |           |              |
|--|-----------|-----|-----------|-----------|-----------|-----------|--------------|
| Cost of revenue – disposed merchandise | 68,033    | -   | 68,033    | -         | -         | -         | 68,033       |
| Net revenue                            | 123,239   | -   | 123,239   | 53,493    | 7,422     | 60,915    | 184,154      |
| Expenses                               |           |     |           |           |           |           |              |
| Operations                             | 71,068    | -   | 71,068    | 9,872     | 1,380     | 11,252    | 82,320       |
| Consumer loan loss provision           | 9,136     | -   | 9,136     | 25,073    | 6,741     | 31,814    | 40,950       |
| Administration                         | 8,491     | -   | 8,491     | 6,559     | 345       | 6,904     | 15,395       |
| Depreciation and amortization          | 7,935     | -   | 7,935     | 1,354     | 9         | 1,363     | 9,298        |
| Total expenses                         | 96,630    | -   | 96,630    | 42,858    | 8,475     | 51,333    | 147,963      |
| Income (loss) from operations          | \$26,609  | \$- | \$26,609  | \$10,635  | \$(1,053) | \$9,582   | \$ 36,191    |
| As of September 30, 2008               |           |     |           |           |           |           |              |
| Total assets                           | \$816,867 | \$- | \$816,867 | \$252,551 | \$10,858  | \$263,409 | \$ 1,080,276 |
| Goodwill                               |           |     | \$230,768 |           | \$        | \$190,072 | \$ 420,840   |

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|  | Retail Services(1) |         |            | E-Commerce(2) |           |            | Consolidated |
|--|--------------------|---------|------------|---------------|-----------|------------|--------------|
|  | Domestic           | Foreign | Total      | Domestic      | Foreign   | Total      |              |
| Three Months Ended June 30, 2008         |                    |         |            |               |           |            |              |
| Revenue                                  |                    |         |            |               |           |            |              |
| Pawn loan fees and service charges       | \$ 43,390          | \$ -    | \$ 43,390  | \$ -          | \$ -      | \$ -       | \$ 43,390    |
| Proceeds from disposition of merchandise | 108,089            | -       | 108,089    | -             | -         | -          | 108,089      |
| Consumer loan fees                       | 36,072             | -       | 36,072     | 49,672        | 7,105     | 56,777     | 92,849       |
| Other                                    | 3,736              | -       | 3,736      | 4             | -         | 4          | 3,740        |
| Total revenue                            | 191,287            | -       | 191,287    | 49,676        | 7,105     | 56,781     | 248,068      |
| Cost of revenue – disposed merchandise   |                    |         |            |               |           |            |              |
|  | 66,741             | -       | 66,741     | -             | -         | -          | 66,741       |
| Net revenue                              | 124,546            | -       | 124,546    | 49,676        | 7,105     | 56,781     | 181,327      |
| Expenses                                 |                    |         |            |               |           |            |              |
| Operations                               | 69,795             | -       | 69,795     | 8,536         | 2,178     | 10,714     | 80,509       |
| Consumer loan loss provision             | 9,341              | -       | 9,341      | 20,005        | 5,387     | 25,392     | 34,733       |
| Administration                           | 14,245             | -       | 14,245     | 6,065         | 354       | 6,419      | 20,664       |
| Depreciation and amortization            | 8,380              | -       | 8,380      | 1,136         | 11        | 1,147      | 9,527        |
| Total expenses                           | 101,761            | -       | 101,761    | 35,742        | 7,930     | 43,672     | 145,433      |
| Income (loss) from operations            | \$ 22,785          | \$ -    | \$ 22,785  | \$ 13,934     | \$ (825 ) | \$ 13,109  | \$ 35,894    |
| As of June 30, 2008                      |                    |         |            |               |           |            |              |
| Total assets                             | \$ 764,714         | \$ -    | \$ 764,714 | \$ 245,444    | \$ 13,531 | \$ 258,975 | \$ 1,023,689 |
| Goodwill                                 |                    |         | \$ 225,685 |               | \$        | \$ 178,201 | \$ 403,886   |

|  | Retail Services(1) |         |          | E-Commerce(2) |         |        | Consolidated |
|--|--------------------|---------|----------|---------------|---------|--------|--------------|
|  | Domestic           | Foreign | Total    | Domestic      | Foreign | Total  |              |
| Three Months Ended March 31, 2008        |                    |         |          |               |         |        |              |
| Revenue                                  |                    |         |          |               |         |        |              |
| Pawn loan fees and service charges       | \$43,421           | \$-     | \$43,421 | \$-           | \$-     | \$-    | \$ 43,421    |
| Proceeds from disposition of merchandise | 116,583            | -       | 116,583  | -             | -       | -      | 116,583      |
| Consumer loan fees                       | 37,978             | -       | 37,978   | 44,249        | 3,233   | 47,482 | 85,460       |

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|  |           |     |           |           |         |           |            |
|--|-----------|-----|-----------|-----------|---------|-----------|------------|
| Other                                  | 5,859     | -   | 5,859     | -         | -       | -         | 5,859      |
| Total revenue                          | 203,841   | -   | 203,841   | 44,249    | 3,233   | 47,482    | 251,323    |
| Cost of revenue – disposed merchandise | 71,516    | -   | 71,516    | -         | -       | -         | 71,516     |
| Net revenue                            | 132,325   | -   | 132,325   | 44,249    | 3,233   | 47,482    | 179,807    |
| Expenses                               |           |     |           |           |         |           |            |
| Operations                             | 71,175    | -   | 71,175    | 8,615     | 935     | 9,550     | 80,725     |
| Consumer loan loss provision           | 6,611     | -   | 6,611     | 18,307    | 2,216   | 20,523    | 27,134     |
| Administration                         | 13,676    | -   | 13,676    | 4,571     | 98      | 4,669     | 18,345     |
| Depreciation and amortization          | 8,080     | -   | 8,080     | 1,042     | 9       | 1,051     | 9,131      |
| Total expenses                         | 99,542    | -   | 99,542    | 32,535    | 3,258   | 35,793    | 135,335    |
| Income (loss) from operations          | \$32,783  | \$- | \$32,783  | \$11,714  | \$(25 ) | \$11,689  | \$ 44,472  |
| As of March 31, 2008                   |           |     |           |           |         |           |            |
| Total assets                           | \$713,900 | \$- | \$713,900 | \$198,496 | \$7,489 | \$205,985 | \$ 919,885 |
| Goodwill                               |           |     | \$208,437 |           | \$      | \$138,997 | \$ 347,434 |

|  | Retail Services(1) |           |            | E-Commerce(2) |             |            | Consolidated |
|--|--------------------|-----------|------------|---------------|-------------|------------|--------------|
|  | Domestic           | Foreign   | Total      | Domestic      | Foreign     | Total      |              |
| Year Ended                               |                    |           |            |               |             |            |              |
| December 31, 2008                        |                    |           |            |               |             |            |              |
| Revenue                                  |                    |           |            |               |             |            |              |
| Pawn loan fees and service charges       | \$ 183,672         | \$ 1,323  | \$ 184,995 | \$ -          | \$ -        | \$ -       | \$ 184,995   |
| Proceeds from disposition of merchandise | 465,655            | -         | 465,655    | -             | -           | -          | 465,655      |
| Consumer loan fees                       | 141,134            | -         | 141,134    | 200,255       | 23,214      | 223,469    | 364,603      |
| Other                                    | 16,226             | 7         | 16,233     | 8             | -           | 8          | 16,241       |
| Total revenue                            | 806,687            | 1,330     | 808,017    | 200,263       | 23,214      | 223,477    | 1,031,494    |
| Cost of revenue – disposed merchandise   |                    |           |            |               |             |            |              |
|  | 295,360            | -         | 295,360    | -             | -           | -          | 295,360      |
| Net revenue                              | 511,327            | 1,330     | 512,657    | 200,263       | 23,214      | 223,477    | 736,134      |
| Expenses                                 |                    |           |            |               |             |            |              |
| Operations                               | 285,872            | 425       | 286,297    | 37,894        | 6,553       | 44,447     | 330,744      |
| Consumer loan loss provision             | 33,553             | -         | 33,553     | 88,909        | 18,261      | 107,170    | 140,723      |
| Administration                           | 51,556             | 340       | 51,896     | 23,316        | 1,098       | 24,414     | 76,310       |
| Depreciation and amortization            | 34,361             | 56        | 34,417     | 5,196         | 38          | 5,234      | 39,651       |
| Total expenses                           | 405,342            | 821       | 406,163    | 155,315       | 25,950      | 181,265    | 587,428      |
| Income (loss) from operations            | \$ 105,985         | \$ 509    | \$ 106,494 | \$ 44,948     | \$ (2,736 ) | \$ 42,212  | \$ 148,706   |
| As of December 31, 2008                  |                    |           |            |               |             |            |              |
| Total assets                             | \$ 810,985         | \$ 99,319 | \$ 910,304 | \$ 266,576    | \$ 9,630    | \$ 276,206 | \$ 1,186,510 |
| Goodwill                                 |                    |           | \$ 295,481 |               | \$          | \$ 198,711 | \$ 494,192   |

(1) The retail services segment is composed of the Company's domestic and foreign storefront operations.

(2) The e-commerce segment is composed of the Company's online channel, which has domestic and foreign operations, and the Company's MLOC services channel.

The information in this Current Report on Form 8-K shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities under that Section, nor shall it be deemed to be incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such a filing.

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 hereunto duly authorized.

CASH AMERICA INTERNATIONAL, INC.

Date: July 22, 2010

By: /s/ J. Curtis Linscott  
J. Curtis Linscott  
Executive Vice President, General  
Counsel & Secretary