

FIRST CASH FINANCIAL SERVICES INC  
Form 8-K  
January 26, 2011

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

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**FORM 8-K**

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

**January 26, 2011**

(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**

(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)

**(817) 460-3947**

Registrant's telephone number, including area code:

**NA**

(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 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.**

First Cash Financial Services, Inc. has issued a press release announcing its financial results for the three month and twelve month periods ended December 31, 2010. The Company's press release dated January 26, 2011 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 January 26, 2011 announcing the Company's financial results for the three month and twelve month periods ended December 31, 2010.

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**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.

Date: January 26, 2011

**First Cash Financial Services, Inc.**

(Registrant)

/s/ R. DOUGLAS ORR

R. Douglas Orr

*Executive Vice President and Chief Financial Officer  
(Principal Financial and Accounting Officer)*

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**EXHIBIT INDEX**

| <u>Exhibit<br/>Number</u> | <u>Document</u>                         |
|---------------------------|---|
| 99.1                      | Press release dated January 26,<br>2011 |