



Edgar Filing: FIRST CASH FINANCIAL SERVICES INC - Form 4

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

**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 control number.**

SEC 1474  
(9-02)

**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 Underlying Securities (Instr. 3 and 4)	8. I. De. Sec. (In	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options	\$ 9.67					01/29/2004	01/29/2014	Common Stock	60,000
Options	\$ 12.5					01/28/2005	01/28/2015	Common Stock	82,000
Options	\$ 15					01/28/2005	01/28/2015	Common Stock	90,000
Options	\$ 17.5					01/28/2005	01/28/2015	Common Stock	90,000
Options	\$ 20					01/28/2005	01/28/2015	Common Stock	90,000
Options	\$ 15					12/20/2005	12/20/2015	Common Stock	90,000
Options	\$ 17					12/20/2005	12/20/2015	Common Stock	90,000
Options	\$ 19					12/20/2005	12/20/2015	Common Stock	90,000
Warrants	\$ 2.67					04/03/2002	04/03/2012	Common Stock	136,800
Warrants	\$ 3.84					05/09/2003	05/09/2013	Common Stock	240,000

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

	Director	10% Owner	Officer	Other
WESSEL RICK L 690 E. LAMAR BLVD. #400 ARLINGTON, TX 76011	X		Chairman & CEO	

## Signatures

/s/ Rick L.  
Wessel

11/05/2010

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

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

### Remarks:

Shares and per share amounts reflect 2-for-1 stock split effective Feb. 22, 2006.

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