

MOTLEY JAMES A
Form 4
February 13, 2013

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
MOTLEY JAMES A

2. Issuer Name **and** Ticker or Trading
Symbol
**FIRST CASH FINANCIAL
SERVICES INC [FCFS]**

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)
690 E. LAMAR BLVD. STE. 400

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
02/11/2013

____ Director ____ 10% Owner
☒ Officer (give title below) ____ Other (specify below)
Vice President Finance

ARLINGTON, TX 76011

4. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

(City) (State) (Zip)

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)
Common Stock	02/11/2013		M	V Amount (A) or (D) Price 12,498 A \$ 24.57 (1)	13,248	D	
Common Stock	02/11/2013		S	12,498 D \$ 54.3879	750	D	
Restricted Stock (2)					2,250	D	

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

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information contained in this form are not
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SEC 1474
(9-02)

number.

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)	Amount or Number of Shares
Options (1)	\$ 24.57	02/11/2013		M	12,498	04/23/2010 ⁽³⁾ 04/23/2017	Common Stock	12,498

Reporting Owners

Reporting Owner Name / Address**Relationships**

Director 10% Owner Officer Other

MOTLEY JAMES A
690 E. LAMAR BLVD. STE. 400
ARLINGTON, TX 76011

Vice President Finance

Signatures

/s/ James Motley 02/13/2013

**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) Issued pursuant to a shareholder approved stock option plan.

(2) Non-vested restricted stock awards - ratable vesting is time-based over a 7-year period from dates of grant.

(3) Options vest and become exercisable as follows: 4,166 shares on April 24 of each year beginning in 2010 through 2014 and 4,170 shares on April 24, 2015.

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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