FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number: Estimated average burden hours per response: 0.5

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

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1. Name and Address of Reporting Person* BURKE RICHARD T					<u>FI</u>	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) Director 10% Owner Officer (give title X Other (specify below) Former Director / 10% Owner					
(Last) (First) (Middle) 15290 N 78TH WAY, SUITE B200						3. Date of Earliest Transaction (Month/Day/Year) 02/17/2010														
(Street) SCOTTSDALE AZ 85260				4.1	4. If Amendment, Date of Original Filed (Month/Day/Year)									6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting						
(City) (State) (Zip)					Person															
		Tak	le I - Non	-Deriv	/ativ	e Se	curit	ties Ac	quired,	Disp	osed o	f, or Be	enefi	cially	Owned					
1. Title of Security (Instr. 3)				2. Trans Date (Month/		ear)	2A. Deemed Execution Date, if any (Month/Day/Year)		Code (Instr.		5)		D) (Instr. 3, 4 and		5. Amount of Securities Beneficially Owned Following Reported		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
									Code	v	Amount	(A) (D)	or P	rice	Transacti (Instr. 3 a					
Common	Stock			02/1	02/17/2010				M		75,00	0 A		(1)	2,59	01,806		D		
Common	Stock			02/17/2010		.0			M		30,00	0 A		(2)	2,621,806		6 D			
Common Stock				02/17/2010		.0			M		75,00	0 A	-	(2)	2,696,806			D		
Common Stock 02				02/1	2/17/2010				M		30,00	0 A	_	(2)	2,726,806			D		
Restricted	d Stock												5,0	5,000		D				
		•	Table II - I)								osed of, onvertik				Owned					
	tle of 2. 3. Transaction 3A. Deeme execution Unity or Exercise (Month/Day/Year) if any						-, -		,	-, -		7. Title and Amo of Securities Underlying Derivative Secur (Instr. 3 and 4)								
1. Title of Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative	Date	3A. Deemed Execution E if any (Month/Day	Date,	4. Transa Code (8)	ction	5. N of Deri Sec Acq (A) o Disp	umber ivative urities uired	6. Date Ex Expiration (Month/Da	ercisa Date	able and	of Secur Underlyi Derivativ	ities ng e Sec	ount	8. Price of Derivative Security (Instr. 5)	9. Numbe derivative Securities Beneficial Owned Following Reported Transactie (Instr. 4)	e S Illy	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)	
Derivative Security	Conversion or Exercise Price of Derivative	Date	Execution D	Oate, (4. Transa Code (ction	5. N of Deri Sec Acq (A) o Disp	tumber ivative urities juired or posed D) (Instr.	6. Date Ex Expiration	ercisa Date y/Yea	able and	of Secur Underlyi Derivativ	Am or	ount urity ount ount ount ount ount ount ount ount	Derivative Security	derivative Securities Beneficial Owned Following Reported Transaction	e S Illy	Ownership Form: Direct (D) or Indirect	of Indirect Beneficial Ownership (Instr. 4)	
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Explanation of Responses:

- 1. Issued pursuant to equity compensation arrangement.
- 2. Issued pursuant to Company stock option plan.

/s/ Richard T. Burke

02/17/2010

** Signature of Reporting Person

Date

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

- * 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). 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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