

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

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 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
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1. Name and Address of Reporting Person* <u>ORR R DOUGLAS</u> _____ (Last) (First) (Middle) 690 E. LAMAR BLVD., #400 _____ (Street) ARLINGTON TX 76011 _____ (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol <u>FIRST CASH FINANCIAL SERVICES INC [ FCFS ]</u>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>EVP &amp; Chief Financial Officer</u>		
			3. Date of Earliest Transaction (Month/Day/Year) 01/30/2013					
			4. If Amendment, Date of Original Filed (Month/Day/Year)			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		

**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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	01/30/2013		M		8,850	A	(1)	55,350	D	
Common Stock	01/30/2013		s(2)		8,850	D	\$53.9066	46,500	D	
Common Stock	01/31/2013		M		100	A	(1)	46,600	D	
Common Stock	01/31/2013		s(2)		100	D	\$53.9	46,500	D	
Restricted Stock <sup>(3)</sup>								25,500	D	

**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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Options	\$17.5	01/30/2013		M		8,850		01/28/2005	01/28/2015	Common Stock	8,850	(1)	51,150	D	
Options	\$17.5	01/31/2013		M		100		01/28/2005	01/28/2015	Common Stock	100	(1)	51,050	D	
Options	\$20							01/28/2005	01/28/2015	Common Stock	60,000		60,000	D	
Options	\$17							12/20/2005	12/20/2015	Common Stock	60,000		60,000	D	
Options	\$19							12/20/2005	12/20/2015	Common Stock	60,000		60,000	D	

**Explanation of Responses:**

1. Issued pursuant to a shareholder approved stock option plan.
2. These shares were sold pursuant to the provisions of a Rule 10b(5)-1 Plan dated January 25, 2013.
3. Non-vested restricted stock award - future vesting is performance-based pursuant to terms of the Company's shareholder-approved Executive Performance Incentive Plan.

/s/ R. Douglas Orr

02/01/2013

\*\* 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.

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 Number.