

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

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

May 3, 2010

(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 8.01. Other Events.

On May 3, 2010, First Cash Financial Services, Inc. ("the Company") announced that its Board of Directors has nominated Ambassador Jorge Montaña to stand for election as a director at the Company's annual meeting of shareholders on June 16, 2010. The nomination of Amb. Montaña to the Board would fill the vacancy resulting from the decision of Ms. Tara MacMahon not to seek re-election to the Board. Ms. MacMahon will serve out her existing term as a director which expires on June 16, 2010, the date of the Annual Meeting. The Company's press release dated May 3, 2010 is attached hereto as Exhibit 99.1 and is incorporated by reference in its entirety into this Item 8.01.

The information provided in this Item 8.01 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 of First Cash Financial Services, Inc. dated May 3, 2010

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: May 3, 2010

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)

EXHIBIT INDEX

Exhibit Number

Document

99.1

Press Release dated May 3, 2010

First Cash Nominates Ambassador Jorge Montano to its Board of Directors

ARLINGTON, Texas, May 3, 2010 (GLOBE NEWSWIRE) -- First Cash Financial Services, Inc. (Nasdaq:FCFS) announced that its Board of Directors has nominated Ambassador Jorge Montano to stand for election as a director at the Company's Annual Meeting of shareholders on June 16, 2010.

Ambassador Montano, age 64, is a native and resident of Mexico, where he has served in a variety of senior diplomatic positions and business consulting roles. Amb. Montano's long diplomatic career includes service as Ambassador of Mexico to the United States, permanent representative of Mexico to the United Nations and Assistant Secretary of Foreign Affairs. He currently serves as president of Asesoria y Analisis, a Mexico-based consulting and lobbying firm, a position he has held since 1995.

"We are very pleased that Amb. Jorge Montano has accepted the nomination to join our Board," said Mr. Rick Wessel, vice chairman and chief executive officer for First Cash. "We believe that his extensive knowledge and experience regarding business, political and governmental affairs in Mexico makes him uniquely qualified to serve as director for First Cash, given the Company's significant operations in Mexico and plans for continued growth in Latin America."

Amb. Montano has a doctoral degree in International Affairs from the London School of Economics and he has been a professor of International Organizations at Instituto Tecnológico Autónomo de México (ITAM) since 1996. He is also the Vice President of the Mexican Council on Foreign Affairs and was recently elected by the United Nations General Assembly to serve as one of twelve members of the International Narcotics Control Board in Vienna, Austria.

The nomination of Amb. Montano to the Board would fill the vacancy resulting from the decision of Ms. Tara MacMahon not to seek re-election to the Board. Ms. MacMahon will serve out her existing term as a director which expires on June 16, 2010, the date of the Annual Meeting. "Tara has been instrumental in positioning the business for long-term profitable growth and we would like to thank her for her many years of dedicated service as a member of our board," said Mr. Phillip Powell, Chairman of the Board of Directors at First Cash.

About First Cash

First Cash Financial Services, Inc. is a leading specialty retailer and provider of consumer financial services. Its pawn stores make small loans secured by pledged personal property, retail a wide variety of jewelry, electronics, tools and other merchandise, and in certain locations, provide other short-term loans and credit services products. The Company's short-term loan locations provide various combinations of short-term loan products, installment loans, check cashing, credit services and other financial services products. The Company owns and operates over 560 stores in eight U.S. states and 19 states in Mexico.

First Cash is a component company in both the **Standard & Poor's SmallCap 600 Index**[®] and the **Russell 2000 Index**[®]. First Cash's common stock (ticker symbol "FCFS") is traded on the **Nasdaq Global Select Market**, which has the highest initial listing standards of any stock exchange in the world based on financial and liquidity requirements.

The First Cash Financial Services, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=3365>

CONTACT: First Cash Financial Services, Inc.
Rick Wessel, Vice Chairman and Chief Executive Officer
Doug Orr, Executive Vice President and Chief Financial Officer
(817) 505-3199
investorrelations@firstcash.com
www.firstcash.com