

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

**August 14, 2007**  
(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 76011  
(Address of principal executive offices, including zip code)

(817) 460-3947  
(Registrant's telephone number, including area code)

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))

---

**Item 5.04 Temporary Suspension of Trading Under Registrant's Employee Benefits Plans**

On August 14, 2007, First Cash Financial Services, Inc. (the "Company") announced that there will be a prohibition on trading of the Company's securities by its officers and directors during a blackout period expected to begin on September 20, 2007 and continuing through November 9, 2007. The purpose of the blackout period is to facilitate the conversion of the Company's 401(k) plans to a new administrator, investment advisor and trustee. A copy of the notice provided to officers and directors regarding the trading restriction is attached hereto as Exhibit 99.1 and is incorporated by reference in its entirety into this Item 5.04.

In accordance with the requirements of Section 306 of the Sarbanes-Oxley Act of 2002 and Rule 104 of Regulation BTR, on August 14, 2007, the Company notified its directors and executive officers of a corresponding blackout period with respect to shares of the Company's common stock. Attached hereto as Exhibit 99.1 and incorporated by reference herein is a copy of the Blackout Notice.

The Company received the notice required by Section 101(i)(2)(E) of the Employee Retirement Income Security Act of 1974 on August 10, 2007.

During the blackout period and the two year period following the ending date of the blackout period, stockholders or other interested persons may obtain, without charge, information about the actual beginning and ending dates of the director and executive officer blackout period by contacting Doug Orr, Executive Vice President and Chief Financial Officer.

The information provided in this Item 5.04 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 Notice dated August 14, 2007 provided to officers and directors regarding trading restriction.

**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.

Dated: August 15, 2007

FIRST CASH FINANCIAL SERVICES, INC.  
(Registrant)

/s/ R. DOUGLAS ORR  
R. Douglas Orr  
Chief Accounting Officer

---

**EXHIBIT INDEX**

Exhibit Number

99.1

Document

Notice dated August 14, 2007 provided to officers and directors regarding trading restriction.

NOTICE TO DIRECTORS AND EXECUTIVE OFFICERS OF  
FIRST CASH FINANCIAL SERVICES, INC.

Restriction on Trading First Cash Financial Services, Inc. Common Stock  
During a Blackout Period

During an upcoming blackout period in the First Cash 401(k) Plan, SEC rules and company policies prohibit you from purchasing, selling, acquiring or transferring First Cash common stock or associated derivative securities (i.e. stock options).

The First Cash 401(k) Profit Sharing Plan will be in a blackout period from September 20, 2007 through November 9, 2007. During the 51-day blackout period, plan participants (employees) may not, directly or indirectly, withdraw or transfer balances from any investment option offered in the plan, including shares of First Cash Financial Services, Inc. common stock. The purpose of the blackout period is to facilitate the conversion of administrative services, investment options and trustee services to Rogers & Associates, Rogers Capital Management, Inc., and Fiserv Trust Company, respectively. The Starr Hickman Enterprises 401(k) & Profit Sharing Plan (Auto Master's 401(k) plan) will also be combined at that time and the new plan name for all participants will be the First Cash 401(k) Profit Sharing Plan.

Pursuant to the Sarbanes-Oxley Act of 2002, First Cash is required to notify you of this blackout period and of certain restrictions on trading in First Cash securities during the blackout period.

You may not take the following actions during the blackout period:

- Purchase, sell, acquire, or transfer shares of First Cash common stock; or
- Purchase, sell, transfer or exercise First Cash stock options.

Regulation BTR interprets this concept very broadly and establishes a presumption that any sale or other transfer of equity securities by a Director or Executive Officer during a blackout period violates the trading prohibition. Any equity securities of First Cash Financial Services, Inc. that you sell or otherwise transfer during the D&O blackout period will be considered to have been acquired by you in connection with your service or employment as a Director or Executive Officer, unless you can establish that the securities were acquired from another source. To establish that an equity or derivative security was not so acquired, you must identify its source and demonstrate that you have utilized the same specific identification for any purpose related to the transaction (such as tax reporting and any applicable disclosure and reporting requirements).

For further information regarding this blackout period, please contact Doug Orr at the following address and phone number:

R. Douglas Orr  
Executive Vice President and Chief Financial Officer  
First Cash Financial Services, Inc.  
690 E. Lamar Blvd. Ste 400  
Arlington, TX 76011  
(817) 460-3947  
Dated: August 14, 2007