

FIRST CASH FINANCIAL SERVICES INC

Form 4

August 15, 2006

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 *
ORR R DOUGLAS

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., #400
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
08/14/2006

____ Director ____ 10% Owner
☒ Officer (give title below) ____ Other (specify below)
EVP & Chief Financial Officer

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

ARLINGTON, TX 76011

(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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	08/14/2006		M		18,750	A	\$ 9.67
					48,750		D

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

**Persons who respond to the collection of
information contained in this form are not
required to respond unless the form
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SEC 1474
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)**

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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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Options	\$ 9.67	08/14/2006		M	18,750	03/20/2006 01/29/2014	Common Stock 18,750
Options	\$ 20					01/28/2005 01/28/2015	Common Stock 60,000
Options	\$ 17.5					01/28/2005 01/28/2015	Common Stock 60,000
Options	\$ 15					12/20/2005 12/20/2015	Common Stock 60,000
Options	\$ 3.33					01/29/2008 01/29/2013	Common Stock 30,000
Options	\$ 17					12/20/2005 12/20/2015	Common Stock 60,000
Options	\$ 12.5					01/28/2005 01/28/2015	Common Stock 60,000
Options	\$ 15					01/28/2005 01/28/2015	Common Stock 60,000
Options	\$ 19					12/20/2005 12/20/2015	Common Stock 60,000
Options	\$ 2.67					09/12/2007 09/12/2012	Common Stock 30,000

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
ORR R DOUGLAS 690 E. LAMAR BLVD., #400 ARLINGTON, TX 76011	EVP & Chief Financial Officer

Signatures

/s/ R. Douglas

Orr

08/15/2006

Date

**Signature of
Reporting Person

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).

Remarks:

Shares and per share amounts reflect 2-for-1 stock split effective on Feb. 22, 2006.

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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