

CASH AMERICA INTERNATIONAL INC

Form 8-K

October 14, 2010

**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**

DATE OF REPORT (DATE OF EARLIEST EVENT REPORTED):

October 13, 2010

CASH AMERICA INTERNATIONAL, INC.

(Exact name of registrant as specified in its charter)

Texas 1-9733 75-2018239
(State of incorporation) (Commission File No.) (IRS Employer Identification No.)

**1600 West 7th Street
Fort Worth, Texas 76102**
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (817) 335-1100

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 7.01 REGULATION FD DISCLOSURE

On October 13, 2010, Cash America International, Inc. issued a press release announcing that it expects earnings for the third quarter ending September 30, 2010 to exceed previously released guidance for the quarter and to announce developments with its micro line of credit services business. A copy of the press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits – The following exhibit is furnished pursuant to the disclosures included under Item 7.01 of this Current Report on Form 8-K.

Exhibit No. Description

99.1 Cash America International, Inc. press release dated October 13, 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 hereunto duly authorized.

**CASH AMERICA
INTERNATIONAL, INC.**

Date: October 13, 2010 By: /s/ J. Curtis Linscott
J. Curtis Linscott
Executive Vice President, General
Counsel & Secretary

EXHIBIT INDEX

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