FIRST CASH FINANCIAL SERVICES INC
Form 4
May 09, 2006

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person *
BARRON ALAN

(Last) (First) (Middle)

690 E LAMAR BLVD 400

(Street)

ARLINGTON, TX 76011

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
FIRST CASH FINANCIAL SERVICES INC [FCFS]

3. Date of Earliest Transaction (Month/Day/Year)
05/05/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
CEO

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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			

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

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

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amoun Underlying Securit (Instr. 3 and 4)

(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)						
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amo Num Shar
Variable Forward Contract	(1) (2)		05/05/2006	J		0 (1) (2)		05/05/2006(1)(2)	05/05/2008(1)(2)	Common Stock	147

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BARRON ALAN 690 E LAMAR BLVD 400 ARLINGTON, TX 76011			CEO	

Signatures

/s/ Alan Barron	05/08/2006
**Signature of Reporting Person	Date

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).

(1) On May 5, 2006, the Reporting Person entered into a variable forward contract (the "Contract") with an unaffiliated securities brokerage firm. Under the terms of the Contract, the brokerage firm sold an aggregate of 149,700 shares of common stock of the Issuer ("Common Stock") into the public market. (continued in Note 2 below)

(2) (continued from Note 1 above) The contract requires that on May 5, 2008 (the "Settlement Date"), the Reporting Person will deliver to the brokerage firm a number of shares of Common Stock (or at the election of the Reporting Person, the cash equivalent of such shares) as follows: (a) if the price of the Common Stock on the Settlement Date ("Settlement Price") is less than $20.506 ("Downside Protection Price"), a delivery of 149,700 shares; (b) if the Settlement Price is equal to or greater than the Downside Protection Price but less than $30.76 ("Upside Protection Price"), a fraction equal to the Downside Protection Price divided by the Settlement Price; and (c) if the Settlement Price is greater than or equal to the Upside Protection Price, a fraction equal to 1 - (Upside Protection Price - Downside Protection Price) / Settlement Price. In consideration of the Contract, the Reporting Person received an advance of $2,504,915.13.

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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