

TINNEY JEFF L  
Form 4  
February 23, 2010

**FORM 4**

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

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).

**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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
TINNEY JEFF L

2. Issuer Name and Ticker or Trading Symbol  
WORLD ACCEPTANCE CORP  
[WRLD]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
550 HIGHWAY 377 NORTH STE A  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/22/2010

\_\_\_\_ Director  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP, WESTERN DIVISION

WHITESBORO, TX 76273

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

(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)	(A) or (D)	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 Ownership (Instr. 4)
			Code	V	Amount	Price		
Common stock, no par value	02/22/2010		M		600	\$ 16.55	600	D
Common stock, no par value	02/22/2010		M		3,000	\$ 23.53	3,600	D
Common stock, no par value	02/22/2010		M		4,000	\$ 28.19	7,600	D
Common stock, no	02/22/2010		M		2,400	\$ 28.29	10,000	D

par value

Common stock, no par value	02/22/2010		M	2,400	A	\$ 16.85	12,400	D
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Common stock, no par value	02/22/2010		S	12,400	D	\$ 41.47	0	D
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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 displays a currently valid OMB control number.**

SEC 1474  
(9-02)

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

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)	8. Amount or Number of Shares
stock option, right to buy	\$ 16.55	02/22/2010		M	600	10/24/2003 10/24/2013	common 600	\$
stock option, right to buy	\$ 23.53	02/22/2010		M	3,000	10/28/2004 10/28/2014	common 3,000	\$
stock option, right to buy	\$ 28.19	02/22/2010		M	4,000	11/12/2007 11/12/2017	common 4,000	\$
stock option, right to buy	\$ 28.29	02/22/2010		M	2,400	11/09/2005 11/09/2015	common 2,400	\$
stock option,	\$ 16.85	02/22/2010		M	2,400	11/10/2008 11/10/2018	common 2,400	\$

right to  
buy

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TINNEY JEFF L 550 HIGHWAY 377 NORTH STE A WHITESBORO, TX 76273			SVP, WESTERN DIVISION	

## Signatures

Jeff L. Tinney                      02/23/2010

\*\*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).

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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