

Coffman Stephen O
 Form 4
 February 27, 2013

FORM 4

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

OMB APPROVAL

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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 *
 Coffman Stephen O

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)
 02/25/2013

____ Director
 ____ Officer (give title below) 10% Owner
 ____ Other (specify below)
 Former Officer

ARLINGTON, TX 76011

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)	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
Common Stock	02/25/2013		M		7,848	A	\$ 10 ⁽¹⁾
Common Stock	02/25/2013		S		22,348	D	\$ 54.2023
Common Stock	02/26/2013		M		56,410	A	\$ 10 ⁽¹⁾
Common Stock	02/26/2013		S		56,410	D	\$ 54.0121
Common Stock	02/27/2013		M		5,742	A	\$ 10 ⁽¹⁾

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Common Stock 02/27/2013 S 5,742 D \$ 53.0291 0 D

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 (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
Options	\$ 10	02/25/2013		M	7,848	<u>(2)</u> 03/18/2018	Common Stock	7,848
Options	\$ 10	02/26/2013		M	56,410	<u>(2)</u> 03/18/2018	Common Stock	56,410
Options	\$ 10	02/27/2013		M	5,742	<u>(2)</u> 03/18/2018	Common Stock	5,742

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Coffman Stephen O 690 E. LAMAR BLVD., #400 ARLINGTON, TX 76011				Former Officer

Signatures

/s/ Stephen Coffman 02/27/2013

**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) Issued pursuant to a shareholder approved stock option plan.
- (2) Options vest and become exercisable over a five-year period beginning March 18, 2009 with the final 10,000 options vesting on March 18, 2013.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.