

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 3.02 UNREGISTERED SALES OF EQUITY SECURITIES

On October 4, 2010 Cash America International, Inc. (the “Company”) issued 366,097 shares of its common stock, par value \$0.10 per share (“Common Stock”), to Maxit Financial, LLC (“Maxit”) as consideration for its purchase of substantially all of the assets of Maxit. These shares were issued in reliance on an exemption from registration under Section 4(2) of the Securities Act of 1933.

ITEM 7.01 REGULATION FD DISCLOSURE

On October 6, 2010, the Company issued a press release announcing that its wholly-owned subsidiary, Cash America, Inc. of Nevada, completed the acquisition of substantially all of the assets of Maxit on October 4, 2010. The full text of the press release is being 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

| <u>Exhibit No.</u> | <u>Description</u> |
|--------------------|--|
| 99.1 | Cash America International, Inc. press release dated October 6, 2010 |

EXHIBIT INDEX

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