

FIRST CASH FINANCIAL SERVICES INC  
 Form 4  
 March 17, 2006

**FORM 4**

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

OMB APPROVAL

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 Expires: January 31, 2005  
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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 \*  
**WESSEL RICK L**

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)  
**03/15/2006**

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**Vice Chairman & President**

**ARLINGTON, TX 76011**

(City) (State) (Zip)

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

**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 Ownership (Instr. 4) |   |              |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|---|--------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |  |   |              |
| Common Stock                    | 03/15/2006                           |  | S                              | 21,700  | D   | \$ 19.57   | 530,500                                    | D |              |
| Common Stock                    | 03/16/2006                           |  | S                              | 64,300  | D   | \$ 19.64   | 466,200                                    | D |              |
| Common Stock                    | 03/17/2006                           |  | S                              | 4,000   | D   | \$ 20.06   | 462,200                                    | D |              |
| Common Stock                    |                                      |  |                                |   |   |  | 1,500                                      | I | Owned by son |

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

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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. I. De. Sec. (In |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title              | Amount or Number of Shares |
| Options                                    | \$ 9.67  |                                      |  |                                |   | 01/29/2004   | 01/29/2014  | Common Stock       | 169,600                    |
| Options                                    | \$ 15  |                                      |  |                                |   | 12/20/2005   | 12/20/2015  | Common Stock       | 90,000                     |
| Options                                    | \$ 12.5  |                                      |  |                                |   | 01/28/2005   | 01/28/2015  | Common Stock       | 82,000                     |
| Options                                    | \$ 15  |                                      |  |                                |   | 01/28/2005   | 01/28/2015  | Common Stock       | 90,000                     |
| Warrants                                   | \$ 2.67  |                                      |  |                                |   | 04/03/2002   | 04/03/2012  | Common Stock       | 153,800                    |
| Options                                    | \$ 20  |                                      |  |                                |   | 01/28/2005   | 01/28/2015  | Common Stock       | 90,000                     |
| Options                                    | \$ 19  |                                      |  |                                |   | 12/20/2005   | 12/20/2015  | Common Stock       | 90,000                     |
| Options                                    | \$ 17.5  |                                      |  |                                |   | 01/28/2005   | 01/28/2015  | Common Stock       | 90,000                     |
| Warrants                                   | \$ 3.84  |                                      |  |                                |   | 05/09/2003   | 05/09/2013  | Common Stock       | 240,000                    |
| Options                                    | \$ 17  |                                      |  |                                |   | 12/20/2005   | 12/20/2015  | Common Stock       | 90,000                     |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

Director    10% Owner    Officer    Other

WESSEL RICK L  
690 E. LAMAR BLVD. #400    X    Vice Chairman & President  
ARLINGTON, TX 76011

## Signatures

/s/ Rick L.    03/17/2006  
Wessel

\*\*Signature of    Date  
Reporting Person

## 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).

### Remarks:

Shares and per share amounts reflect 2-for-1 stock split effective Feb. 22, 2006.

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