

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL                                 |           |
|--|-----------|
| OMB Number:                                  | 3235-0287 |
| Estimated average burden hours per response: | 0.5       |

|   |         |          |  |  |  |   |  |  |
|---|---------|----------|--|--|--|---|--|--|
| 1. Name and Address of Reporting Person*<br><b>POWELL PHILLIP E</b> |         |          | 2. Issuer Name and Ticker or Trading Symbol<br><b>FIRST CASH FINANCIAL SERVICES INC [ FCFS ]</b> |  |  | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)<br><input checked="" type="checkbox"/> Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)<br><b>CEO</b> |  |  |
| (Last)  | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year)<br><b>02/11/2004</b>                            |  |  | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person                          |  |  |
| 690 E LAMAR BLVD  |         |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)   |  |  |   |  |  |
| (Street)<br><b>ARLINGTON TX 76011</b>                               |         |          |  |  |  |   |  |  |
| (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                    | 02/11/2004                           |  | M                              |   | 12,000  | A          | \$4.625 | 72,000  | D  |   |
| Common Stock                    | 02/11/2004                           |  | S <sup>(1)</sup>               |   | 12,000  | D          | \$32.06 | 60,000  | D  |   |
| Common Stock                    | 02/11/2004                           |  | M                              |   | 71,000  | A          | \$10    | 131,000   | D  |   |
| Common Stock                    | 02/11/2004                           |  | S <sup>(1)</sup>               |   | 71,000  | D          | \$32.09 | 60,000  | D  |   |
| Common Stock                    | 02/12/2004                           |  | M                              |   | 32,000  | A          | \$10    | 92,000  | D  |   |
| Common Stock                    | 02/12/2004                           |  | S <sup>(1)</sup>               |   | 32,000  | D          | \$32.06 | 60,000  | D  |   |

**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 Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |       |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|--|--|---|--|-------|
|  |  |                                      |  | Code                           | V | (A)  | (D) | Date Exercisable   | Expiration Date |   |  |  |   |  | Title |
| Warrants                                   | \$4.625  | 02/11/2004                           |  | M                              |   | 12,000   |     | 01/15/1996   | 01/15/2011      | Common Stock  | 12,000                                     | (2)  | 836,000   | D  |       |
| Options                                    | \$10   | 02/11/2004                           |  | M                              |   | 71,000   |     | 04/12/1999   | 04/12/2009      | Common Stock  | 71,000                                     | (2)  | 765,000   | D  |       |
| Options                                    | \$10   | 02/12/2004                           |  | M                              |   | 32,000   |     | 04/12/1999   | 04/12/2009      | Common Stock  | 32,000                                     | (2)  | 733,000   | D  |       |
| Options                                    | \$29   |                                      |  |                                |   |  |     | 01/29/2004   | 01/29/2014      | Common Stock  | 75,000                                     |  | 733,000   | D  |       |
| Options                                    | \$10   |                                      |  |                                |   |  |     | 04/12/1999   | 04/12/2009      | Common Stock  | 12,000                                     |  | 733,000   | D  |       |
| Options                                    | \$20.05  |                                      |  |                                |   |  |     | 10/01/2003   | 10/01/2013      | Common Stock  | 100,000                                    |  | 733,000   | D  |       |
| Warrants                                   | \$4.625  |                                      |  |                                |   |  |     | 01/15/1996   | 01/15/2011      | Common Stock  | 186,000                                    |  | 733,000   | D  |       |
| Warrants                                   | \$8  |                                      |  |                                |   |  |     | 04/03/2002   | 04/03/2012      | Common Stock  | 150,000                                    |  | 733,000   | D  |       |
| Warrants                                   | \$8  |                                      |  |                                |   |  |     | 02/18/1998   | 02/18/2013      | Common Stock  | 60,000                                     |  | 733,000   | D  |       |
| Warrants                                   | \$10.1   |                                      |  |                                |   |  |     | 04/04/2003   | 04/04/2013      | Common Stock  | 100,000                                    |  | 733,000   | D  |       |
| Warrants                                   | \$11.5   |                                      |  |                                |   |  |     | 05/09/2003   | 05/09/2013      | Common Stock  | 50,000                                     |  | 733,000   | D  |       |

**Explanation of Responses:**

- 1. Sale for purposes of personal financial planning.
- 2. Issued pursuant to employee stock option plan.

Phillip E. Powell

02/13/2004

\*\* Signature of Reporting Person

Date

\* 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.

**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 Number.**