

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

**Current Report Pursuant
to Section 13 OR 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported) **March 19, 2008**

First Cash Financial Services, Inc.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

0-19133

(Commission File Number)

75-2237318

(IRS Employer Identification No.)

690 East Lamar Blvd., Suite 400, Arlington, Texas

(Address of principal executive offices)

76011

(Zip Code)

(817) 460-3947

Registrant's telephone number, including area code:

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 5.02. Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

Effective March 19, 2008, the Company appointed Stephen Coffman as its chief operating officer. Mr. Coffman, 46, will be responsible for all operations of First Cash's 475-plus locations in the U.S. and Mexico.

Mr. Coffman has over 20 years experience in managing and leading businesses. He most recently served as president of Wasp Barcode Technologies, a retail-focused technology company based in the Dallas/Fort Worth area. Prior to his seven-year tenure with Wasp Barcode, Mr. Coffman served in senior management roles in the retail and manufacturing industries. Mr. Coffman launched his career as a business consultant with Deloitte & Touche, where he gained a strong background in operations, business planning, finance and other facets of management. He graduated from Texas A&M University in 1984.

The Company's press release announcing the appointment of Mr. Coffman, dated March 25, 2008, is attached hereto as Exhibit 99.1 and is incorporated by reference in its entirety into this Item 5.02.

The information provided in this Item 5.02 shall not be deemed "filed" for purposes of the Securities Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by the specific reference in such filing.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits:

99.1 Press Release dated March 25, 2008 announcing the Company's appointment of Stephan Coffman as its chief operating officer.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

First Cash Financial Services, Inc.

(Registrant)

/s/ **R. DOUGLAS ORR**

March 25, 2008

(Date)

R. Douglas Orr
Chief Accounting Officer

First Cash Appoints Steve Coffman as Chief Operating Officer

ARLINGTON, Texas, March 25, 2008 (PRIME NEWSWIRE) -- First Cash Financial Services, Inc. (Nasdaq:FCFS) today announced the appointment of Stephen Coffman as its chief operating officer. Mr. Coffman, 46, will have operational responsibility for all of First Cash's 475-plus locations in the U.S. and Mexico. With over 20 years experience in managing and leading businesses, Mr. Coffman most recently served as president of Wasp Barcode Technologies, a retail-focused technology company based in the Dallas/Fort Worth area.

Prior to his seven-year tenure with Wasp Barcode, Mr. Coffman served in senior management roles in the retail and manufacturing industries. Mr. Coffman launched his career as a business consultant with Deloitte & Touche, where he gained a strong background in operations, business planning, finance and other facets of management. He graduated from Texas A&M University in 1984.

"We are extremely excited to have Steve join First Cash's executive leadership team, where we will benefit immensely from his experience, proven record of success and passion for growth," said Rick Wessel, CEO of First Cash. "More than ever, First Cash's growth opportunities abound as a result of our strong domestic and international store expansion platforms. Steve's leadership will help ensure we fully realize the growth opportunities before us."

About First Cash

First Cash Financial Services, Inc. is a leading specialty retailer and provider of consumer financial services. Its pawn stores make small loans secured by pledged personal property, retail a wide variety of jewelry, electronics, tools and other merchandise, and in many locations, provide short-term loans and credit services products. The Company's short-term loan locations provide various combinations of short-term loan products, check cashing, credit services and other financial services products. First Cash also operates automobile dealerships focused on the "buy-here/pay-here" segment of the used-vehicle retail market. In total, the Company owns and operates over 475 stores and buy-here/pay-here dealerships in thirteen U.S. states and twelve states in Mexico. First Cash is also an equal partner in Cash & Go, Ltd., a joint venture, which owns and operates 39 check cashing and financial services kiosks located inside convenience stores.

First Cash is a component company in both the Standard & Poor's SmallCap 600 Index(r) and the Russell 2000 Index(r). First Cash's common stock (ticker symbol "FCFS") is traded on the Nasdaq Global Select Market, which has the highest initial listing standards of any stock exchange in the world based on financial and liquidity requirements.

The First Cash Financial Services, Inc. logo is available at <http://www.primenewswire.com/newsroom/prs/?pkgid=3365>

CONTACT: First Cash Financial Services, Inc.
Rick Wessel, Vice Chairman & Chief Executive Officer
Doug Orr, Executive Vice President & Chief Financial Officer
(817) 505-3199
investorrelations@firstcash.com
www.firstcash.com