

CASH AMERICA INTERNATIONAL INC

Form 8-K

October 30, 2009

---

**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):

**October 30, 2009**

**CASH AMERICA INTERNATIONAL, INC.**  
(Exact name of registrant as specified in its charter)

**Texas**                              **1-9733**                              **75-2018239**  
(State of incorporation)    (Commission File No.)    (IRS Employer Identification No.)

**1600 West 7th Street**  
**Fort Worth, Texas 76102**  
(Address of principal executive offices) (Zip Code)

**Registrant's telephone number, including area code: (817) 335-1100**

**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:**

**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 7.01 REGULATION FD DISCLOSURE**

On October 30, 2009, Cash America International, Inc. (the “Company”) announced that it will host an investor/analyst day in Chicago, Illinois, on Tuesday, November 3, 2009, at 8:00 a.m. Central Time. The event will be webcast live on the Investor Relations section of the Company’s corporate website located at [www.cashamerica.com](http://www.cashamerica.com). The webcast and slide presentation will also be archived on the Company’s website at [www.cashamerica.com](http://www.cashamerica.com) for 90 days following the event. A copy of the Company’s press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

99.1 Cash America International, Inc. press release, dated October 30, 2009

---

**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 hereunto duly authorized.

**CASH AMERICA  
INTERNATIONAL, INC.**

Date: October 30, 2009      By: /s/ J. Curtis Linscott  
J. Curtis Linscott  
Executive Vice President,  
General Counsel &  
Secretary

---

**EXHIBIT INDEX**

Exhibit No.   Description

99.1            Cash America International, Inc. press release, dated October 30, 2009