

FEEHAN DANIEL R  
 Form 4  
 February 09, 2010

**FORM 4**

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

OMB APPROVAL

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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 \*  
 FEEHAN DANIEL R

2. Issuer Name and Ticker or Trading Symbol  
 CASH AMERICA  
 INTERNATIONAL INC [CSH]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 1600 W. 7TH STREET  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 02/05/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 CEO and President

FORT WORTH, TX 76102

(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 Beneficial Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock, par value \$.10                          | 02/05/2010                           |  | S                              | 41,900  | D 35.4463<br>(1)  | 211,085  | D   |
| Common Stock, par value \$.10                          | 02/05/2010                           |  | S                              | 28,400  | D 36.2822<br>(2)  | 182,685  | D   |
| Restricted Stock Units (Common Stock, par value \$.10) |                                      |  |                                |   |   | 169,376<br>(3)   | D   |

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Common Stock, par value \$.10 1,275.8874 I Benefit Plan

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

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(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. Priority of Securities (Instr. 3 and 4) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|----------------------------|
|  |  |                                      |  |                                |   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares |
|  |  |                                      |  |                                |   | Code   | V   | (A)  | (D)                        |
| Stock Options (right to buy)               | \$ 7.95  |                                      |  |                                |   | 07/28/2003 01/23/2012                                    | Common  | 62,500                                     |                            |
| Stock Options (right to buy)               | \$ 9.41  |                                      |  |                                |   | 12/10/2003 01/22/2013                                    | Common  | 62,500                                     |                            |

## Reporting Owners

| Reporting Owner Name / Address                                | Relationships |           |                   |       |
|---|---------------|-----------|-------------------|-------|
|   | Director      | 10% Owner | Officer           | Other |
| FEEHAN DANIEL R<br>1600 W. 7TH STREET<br>FORT WORTH, TX 76102 | X             |           | CEO and President |       |

## Signatures

/s/ Daniel R. Feehan 02/09/2010  
Date

Signature of  
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).  
The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$35.00 to \$35.99.
- (1) The reporting person will provide the issuer, any security holder of the issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the ranges set forth in footnotes (1) and (2) of this Form 4.
- (2) The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$36.00 to \$36.90.  
Not included in this amount are 27,647 restricted stock units (the "Performance-Based RSUs") granted by the Management Development and Compensation Committee (the "Committee") on January 27, 2010 that may vest subject to the issuer's achievement of certain financial performance goals over a three-year period. From 0% to 100% of these Performance-Based RSUs are eligible to vest on January 1, 2013, subject to certification by the Committee.
- (3)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.