

For Immediate Release:



**First Cash Financial Services to Participate in the  
Roth Capital Partners 19<sup>th</sup> Annual OC Conference**

ARLINGTON, Texas (February 15, 2007) First Cash Financial Services, Inc. (Nasdaq Stock Market: "FCFS") will be a presenting company at the Roth Capital Partners 19<sup>th</sup> Annual OC Conference on February 19-22, 2007. The conference, located in Dana Point, California, will feature interactive presentations from nearly 300 companies with a large audience of institutional investors.

Representatives from the First Cash management team will conduct a presentation at the conference on February 20, 2007 at 10:30 a.m. PDT. The presentation will be web cast, which can be accessed at <http://www.wsw.com/webcast/roth9/fcfs/>. In addition, the Company's print-formatted conference presentation can be viewed at [www.firstcash.com](http://www.firstcash.com) beginning on February 20, 2007.

For additional information about the Roth Capital Partners 19<sup>th</sup> Annual OC Conference, visit [www.rothcp.com](http://www.rothcp.com).

**About First Cash**

First Cash Financial Services, Inc. is a leading provider of specialty consumer financial services and related retail products. Its pawn stores make small loans secured by pledged personal property, retail pawned merchandise, and in many locations, provide cash advances and credit services products. The Company's cash advance locations provide various combinations of short-term cash advance 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 sales and financing market. In total, the Company owns and operates over 415 stores and buy-here/pay-here dealerships in thirteen U.S. states and nine states in Mexico. First Cash is also an equal partner in Cash & Go, Ltd., a joint venture, which owns and operates check-cashing and financial services kiosks located inside convenience stores.

First Cash has been recognized for five consecutive years by Forbes magazine as one of its "**200 Best Small Companies.**" This annual ranking is based on a combination of profitability and growth performance measures over the most current one and five-year periods. In addition, First Cash is a component company in both the **Standard & Poors SmallCap 600 Index<sup>®</sup>** and the **Russell 2000 Index<sup>®</sup>**.

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.

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