

For Immediate Release:



First Cash Financial Services to Participate in Investor Conferences

ARLINGTON, Texas (May 19, 2008) First Cash Financial Services, Inc. (Nasdaq Stock Market: "FCFS") will be a presenting company at investor conferences sponsored by three leading research and investment banking firms. Executives from the Company will be speaking at these events on First Cash's current operating results and its growth expectations for 2008 and beyond.

The Seventh Annual JMP Securities Research Conference will be held in San Francisco on May 19-21, 2008. The JMP Securities conference will focus on trends and investment opportunities in technology, healthcare, consumer, real estate, financial services, and business services. Representatives from the First Cash management team will conduct a presentation at the conference on Tuesday, May 20, at 1:00 p.m. PDT. The presentation will be web cast and can be accessed at <http://www.wsw.com/webcast/jmp6/fcfs/>. For additional information about the Seventh Annual JMP Securities Research Conference, visit www.jmpsecurities.com.

The Stephens Inc. Spring Investment Conference will be held at the New York Palace Hotel June 4-5, 2008. Representatives from the First Cash management team will conduct a presentation at the conference on Thursday, June 5, 2008 at 10:30 a.m. EDT. The presentation will be web cast and can be accessed at <http://www.wsw.com/webcast/stph8/fcfs/>.

The Sidoti & Company Fifth Annual Boston Emerging Growth Institutional Investor Forum will take place June 3, 2008. Representatives from the First Cash management team will conduct a presentation at the conference on Tuesday, June 3, 2008 at 4:00 p.m. EDT.

The Company's print-formatted conference presentations can be viewed at www.firstcash.com.

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 480 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**[®] and the **Russell 2000 Index**[®]. 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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