

HUNTER B D  
Form 4  
February 22, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
HUNTER B D

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)

3. Date of Earliest Transaction (Month/Day/Year)  
02/19/2010

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

P.O. BOX 56

(Street)

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

ROCHESTER, IL 62563

(City) (State) (Zip)

**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 Ownership (Instr. 4)			
				(A) or (D)	Price					
				Code	V	Amount				
Common Stock, par value \$.10	02/19/2010		M		2,500	A	\$ 9.5	2,500	D	
Common Stock, par value \$.10	02/19/2010		S		2,500	D	\$ 38.1376	0	D	
Common Stock, par value \$.10								15,000 <sup>(2)</sup>	I	Corporation
Common Stock, par								8,027.1695 <sup>(3)</sup>	I	Deferral Plan

value \$.10  
 Restricted  
 Stock  
 Units  
 (Common  
 Stock, par  
 value  
 \$.10)

10,398 D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
 (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. Amount or Number of Shares
Stock Options (right to buy)	\$ 9.5	02/19/2010		M	2,500	04/26/2001 04/26/2010	Common	2,500
Stock Options (right to buy)	\$ 7.64					05/16/2002 05/16/2011	Common	2,500
Stock Options (right to buy)	\$ 8.72					04/24/2003 04/24/2012	Common	2,500
Stock Options (right to buy)	\$ 10.72					04/23/2004 04/23/2013	Common	2,500

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HUNTER B D P.O. BOX 56 ROCHESTER, IL 62563		X		

## Signatures

/s/ B. D. Hunter                      02/22/2010

\_\_Signature of                      Date  
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 \$38.13 to \$38.17.
- (1) Upon request, the reporting person will provide the issuer, any security holder of the issuer or the staff of the Securities and Exchange Commission full information regarding the number of shares sold at each price within the ranges set forth in this footnote.
- (2) Owned by a corporation that the Reporting Person controls. The Reporting Person disclaims beneficial ownership of these shares.  
Represents shares allocable to the outside directors' deferred fee plan account under the Cash America International, Inc. 1994
- (3) Long-Term Incentive Plan and the Cash America International, Inc. First Amended and Restated 2004 Long-Term Incentive Plan, as amended. All shares are held by the trustee of the plans in a Rabbi trust.

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.