

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. The webcast and slide presentation will also be archived on the Company’s website at 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