

FORM 4

Check this box if no longer subject to Section 16, Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

**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

OMB APPROVAL

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1. Name and Address of Reporting Person BESSANT THOMAS A JR		2. Issuer Name and Ticker or Trading Symbol CASH AMERICA INTERNATIONAL INC (CSH)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Exec. VP - CFO /
(Last) (First) (Middle) 1600 W. 7TH STREET		3. Date of Earliest Transaction (Month/Day/Year) 01/27/2010	
(Street) FORT WORTH TX 76102		4. If Amendment, Date Original Filed (Month/Day/Year)	6. Individual or Join/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
(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		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)
			Code	V	Amount	(A) or (D)	Price			
Restricted Stock Units (Common Stock, par value \$.10)	01/27/2010		A		8,504 ⁽¹⁾ ₍₂₎	A	\$ 0	52,201 ⁽²⁾	D	
Common Stock, par value \$.10								5,622,2419 ⁽³⁾	I	Benefit Plans

**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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Options (right to buy)	\$ 7.95							07/28/2003	01/23/2012	Common	25,000		25,000	D	
Stock Options (right to buy)	\$ 9.41							12/10/2003	01/22/2013	Common	50,000		50,000	D	

Explanation of Responses:

1. These restricted stock units will vest in 25% increments on February 27, 2011 and on January 31, 2012, 2013, and 2014.
2. Not included in this amount are 5,668 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. Reflects an adjustment for dividends paid to the Reporting Person pursuant to the dividend reinvestment provisions of the Company's Benefit Plans where the shares are held.

/s/ Thomas A. Bessant, Jr. 01/29/2010

** Signature of Reporting Date
Person

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.