

ITEM 7.01 REGULATION FD DISCLOSURE

On October 13, 2010, Cash America International, Inc. issued a press release announcing that it expects earnings for the third quarter ending September 30, 2010 to exceed previously released guidance for the quarter and to announce developments with its micro line of credit services business. A copy of the press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits – The following exhibit is furnished pursuant to the disclosures included under Item 7.01 of this Current Report on Form 8-K.

Exhibit No. Description

99.1 Cash America International, Inc. press release dated October 13, 2010

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 13, 2010 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 13, 2010