

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

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