## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

## **December 17, 2012**

## ORDER GRANTING CONFIDENTIAL TREATMENT UNDER THE SECURITIES EXCHANGE ACT OF 1934

Cash America International, Inc.

File No. 001-09733 - CF#28968

requesting confidential treatment for information it excluded from the Exhibits to a Form

Cash America International, Inc. submitted an application under Rule 24b-2

10-Q filed on October 30, 2012.

Based on representations by Cash America International, Inc. that this information qualifies as confidential commercial or financial information under the Freedom of Information Act, 5 U.S.C. 552(b)(4), the Division of Corporation Finance has determined not to publicly disclose it. Accordingly, excluded information from the following exhibit(s) will not be released to the public for the time period(s) specified:

Exhibit 10.1 through January 1, 2015

For the Commission, by the Division of Corporation Finance, pursuant to delegated authority:

Mara L. Ransom Assistant Director