

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):
JULY 14, 2005

EZCORP, INC.

(Exact name of registrant as specified in its charter)

DELAWARE (State or other jurisdiction of incorporation)	0-19424 (Commission File Number)	74-2540145 (I.R.S. Employer Identification No.)
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1901 CAPITAL PARKWAY AUSTIN, TEXAS (Address of principal executive offices)	78746 (Zip Code)
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Registrant's telephone number, including area code:

(512) 314-3400

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 8.01. OTHER EVENTS

On July 14, 2005, EZCORP, Inc. issued a press release announcing that effective July 15, 2005, most of its Texas EZMoney stores will cease marketing payday loans for County Bank and begin operating as a Credit Services Organization, offering fee-based advice and assistance to consumers in obtaining loans from an unaffiliated lender. A copy of the Company's press release announcing the service is furnished as Exhibit 99.1 to this report on Form 8-K and is incorporated herein by reference.

ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS.

99.1 Press release dated July 14, 2005, issued by EZCORP, Inc.

SIGNATURE

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.

EZCORP, INC.
(Registrant)

Date: July 14, 2005

By: /s/ Daniel N. Tonissen

(Signature)
Senior Vice President, Chief
Financial Officer, and Director

EXHIBIT INDEX

99.1 Press release dated July 14, 2005, issued by EZCORP, Inc.

EZCORP ANNOUNCES CREDIT SERVICES PRODUCT IN 177 TEXAS LOCATIONS

AUSTIN, TEXAS (JULY 14, 2005) -- EZCORP, Inc. (Nasdaq: EZPW) announced today that it will begin offering a new credit services product in 177 of its Texas locations.

In March 2001, EZCORP introduced short-term non-collateralized loans, often referred to as payday loans, into its pawnshops. In July 2003, EZCORP opened its first two "mono-line" payday loan stores, offering only payday loans, under the brand EZMoney Payday Loan. EZCORP now has 203 EZMoney Payday Loan stores in Texas, Oklahoma, Colorado, Florida and Alabama.

Effective July 15, 2005, the 177 EZMoney stores located in Texas, which have been marketing payday loans for County Bank, will cease providing these services. These locations have been registered as a Credit Services Organization under the Texas Credit Services Organization Act and will provide fee-based advice and assistance to consumers in obtaining loans from an unaffiliated lender.

Commenting on this change, Joe Rotunda, President and CEO, stated, "Consumers should have a choice of various financial services and products to satisfy their short-term need for cash. We are excited about the opportunity this new product provides to better serve our customers in Texas."

EZCORP meets the short-term cash needs of the cash and credit constrained consumer by offering convenient, non-recourse loans collateralized by tangible personal property, commonly known as pawn loans, and short-term non-collateralized loans, often referred to as payday loans. In addition, the Company provides fee-based credit services for customers seeking loans. The Company also sells merchandise, primarily collateral forfeited from its pawn lending operations, to consumers looking for good value. As of June 30, 2005, the Company operated 280 EZPAWN and 203 EZMONEY stores.

This announcement contains certain forward-looking statements regarding EZCORP, Inc. and its subsidiaries' (collectively the "Company") business, prospects and expected performance for future periods. Actual results may materially differ from these statements. Such forward-looking statements involve risks and uncertainties such as changing market conditions in the overall economy and the industry, consumer demand for the Company's services and merchandise, actions of third parties who offer services and products in the Company's locations, changes in regulatory environment, and other factors periodically discussed in the Company's annual, quarterly and other reports filed with the Securities and Exchange Commission.

For additional information, contact Dan Tonissen at (512) 314-2289.