
**UNITED STATES
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 18, 2011

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
(IRS Employer
Identification No.)

1901 Capital Parkway, Austin, Texas 78746
(Address of principal executive offices) (zip code)

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))
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Item 5.02 — Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers

- (d) On July 18, 2011, EZCORP announced the appointment of John Farrell to the Board of Directors, effective immediately. A copy of EZCORP's press release announcing this appointment is attached as Exhibit 99.1. Mr. Farrell has not yet been appointed to serve on any of the board's committees.

As a director, Mr. Farrell will participate in the standard compensation plan for non-employee directors. Pursuant to that plan, non-employee directors receive an annual retainer fee (\$75,000 for fiscal 2011) and an annual grant of restricted stock (6,000 shares for fiscal 2011). The annual cash retainer fee is paid quarterly, and the annual restricted stock awards are made on or about October 1 of each year.

Item 9.01 — Financial Statements and Exhibits.

- (d) Exhibits.

99.1 Press Release dated July 18, 2011

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.

EZCORP, INC.

Date: July 18, 2011

By: /s/ Thomas H. Welch, Jr.
Thomas H. Welch, Jr.
Senior Vice President,
General Counsel and Secretary

EXHIBIT INDEX

Exhibit No.	Description of Exhibit
99.1	Press Release dated July 18, 2011

JOHN FARRELL JOINS EZCORP BOARD OF DIRECTORS

AUSTIN, Texas (July 18, 2011) — EZCORP, Inc. (Nasdaq: EZPW) announced today that John Farrell has been appointed to the Board of Directors effective immediately. Mr. Farrell formerly served as President and Chief Executive Officer of the Specialised Agencies and Marketing Services business of Publicis Groupe. Headquartered in Paris, Publicis Groupe is one of the world's top three advertising and communications agency groups.

During his 25-year business career, Mr. Farrell, age 53, has held various executive management positions with a number of global advertising and communications firms, including:

Publicis Groupe (2003 — 2009)

- President and Chief Executive Officer of Specialised Agencies and Marketing Services
- Member of the Publicis Groupe Executive Board

D'Arcy, Masius, Benton & Bowles

- President and Chief Executive Officer (2000 — 2003)
- President, D'Arcy, Masius, Benton & Bowles Transatlantic (2000)
- President and Chief Executive Officer, D'Arcy North America (1996 — 2000)
- Chairman and Chief Executive Officer, D'Arcy, Masius, Benton & Bowles Group UK (1993 — 1996)

IMP International

- President and Chief Executive Officer (1990 — 1993)
- Joint Chief Executive Officer, IMP London (1985 — 1990)

Since his departure from Publicis Groupe at the end of 2009, Mr. Farrell has become involved with a diverse group of businesses. He serves as non-executive director of a number of advertising and communications related businesses, including Huntsworth Plc, Albion Digital Advertising Group, DWA, Media Equals, Acceleration and LBI, and as senior consultant advisor to several businesses.

Since June 2010, Mr. Farrell has served on the board of directors of Albemarle & Bond Holdings Plc., the UK listed pawnbroking and retail financial services business in which EZCORP owns almost 30% of the outstanding shares. He will continue to serve in that capacity and will replace Joe Rotunda, EZCORP's former chief executive officer, as an EZCORP representative on the Albemarle & Bond board.

Mr. Farrell earned a bachelor's degree in business from Nottingham Trent University, where he serves on the Board of Governors, as Chairman of the Business School and as a Visiting Professor of Marketing. Mr. Farrell resides in London.

Sterling Brinkley, EZCORP's Chairman of the Board, stated "We have had the good fortune of getting to know John well over the past year and have been impressed with his talents, his unique insights into marketing, advertising and communications, and his experience and perspective in running global organizations. EZCORP will certainly benefit from John's expertise and experience as we continue to expand our geographic footprint, diversify our product and services offerings and broaden our customer base."

About EZCORP

EZCORP is a leading provider of specialty consumer financial services. It provides collateralized non-recourse loans, commonly known as pawn loans, and a variety of short-term consumer loans including payday loans, installment loans and auto title loans, or fee-based credit services to customers seeking loans. At its pawn stores, the company also sells merchandise, primarily collateral forfeited from its pawn lending operations.

EZCORP operates more than 1,000 stores, including over 500 pawn stores in the U.S. and Mexico and over 500 short-term consumer loan stores in the U.S. and Canada. The company also has significant investments in Albemarle & Bond Holdings Plc (ABM.L), one of the U.K.'s largest pawnbroking businesses with over 150 stores, and Cash Converters International Limited (CCV.L and CCV.AUS), which franchises and operates a worldwide network of over 600 stores that provide financial services and sell pre-owned merchandise.

EZCORP Investor Relations
(512) 314-2220