

TINNEY JEFF L
Form 4
February 23, 2010

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
TINNEY JEFF L

2. Issuer Name **and** Ticker or Trading
Symbol
WORLD ACCEPTANCE CORP
[WRLD]

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)
550 HIGHWAY 377 NORTH STE A
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
02/22/2010

____ Director ____ 10% Owner
____X____ Officer (give title below) ____ Other (specify below)
SVP, WESTERN DIVISION

WHITESBORO, TX 76273

4. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common stock, no par value	02/22/2010		M	V Amount (A) or (D) Price 600 A \$ 16.55	600	D	
Common stock, no par value	02/22/2010		M	3,000 A \$ 23.53	3,600	D	
Common stock, no par value	02/22/2010		M	4,000 A \$ 28.19	7,600	D	
Common stock, no	02/22/2010		M	2,400 A \$ 28.29	10,000	D	

par value

Common stock, no par value	02/22/2010	M	2,400	A	\$ 16.85	12,400	D
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Common stock, no par value	02/22/2010	S	12,400	D	\$ 41.47	0	D
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Deemed Exercise Price (Instr. 3)		
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
stock option, right to buy	\$ 16.55	02/22/2010		M		600		10/24/2003	10/24/2013	common	600	\$
stock option, right to buy	\$ 23.53	02/22/2010		M		3,000		10/28/2004	10/28/2014	common	3,000	\$
stock option, right to buy	\$ 28.19	02/22/2010		M		4,000		11/12/2007	11/12/2017	common	4,000	\$
stock option, right to buy	\$ 28.29	02/22/2010		M		2,400		11/09/2005	11/09/2015	common	2,400	\$
stock option,	\$ 16.85	02/22/2010		M		2,400		11/10/2008	11/10/2018	common	2,400	\$

right to
buy

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TINNEY JEFF L 550 HIGHWAY 377 NORTH STE A WHITESBORO, TX 76273			SVP, WESTERN DIVISION	

Signatures

Jeff L. Tinney 02/23/2010

__Signature of Date
Reporting Person

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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