

**FIRST FINANCIAL HOLDINGS, INC.**

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**NEWS**

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**FIRST FINANCIAL HOLDINGS, INC. ANNOUNCES  
DECLARATION OF DIVIDENDS**

Charleston, South Carolina (July 28, 2006) – First Financial Holdings, Inc. (NASDAQ GSM: FFCH) today announced that its Board of Directors has declared a regular quarterly cash dividend of \$.24 per share. The dividend is payable August 25, 2006, to stockholders of record as of August 11, 2006.

A. Thomas Hood, President and Chief Executive Officer, stated, “We are very pleased to have our stockholders continue to benefit directly in the profitability of the Company through the payment of cash dividends. The Board of Directors and Management are committed to enhancing the value of our stockholders’ investment.”

First Financial is the thrift holding company of First Federal Savings and Loan Association of Charleston. The Association operates a total of 52 offices located in the Charleston Metropolitan area, Horry, Georgetown, Florence and Beaufort counties in South Carolina and Brunswick County in coastal North Carolina. The Company also provides insurance, brokerage and trust services through First Southeast Insurance Services, Kimbrell Insurance Group, First Southeast Investor Services and First Southeast Fiduciary and Trust Services. For additional information about First Financial, please visit our web site at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com).