

# *FIRST FINANCIAL HOLDINGS, INC.*

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**NEWS NEWS NEWS NEWS NEWS**

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**FIRST FINANCIAL HOLDINGS, INC. CEO TO PRESENT AT  
THE SANDLER O'NEILL + PARTNERS, L.P.  
EAST COAST FINANCIAL SERVICES CONFERENCE**

Charleston, South Carolina (November 2, 2009) - First Financial Holdings, Inc. (NASDAQ GSM: FFCH) ("First Financial" or "Company") CEO A. Thomas Hood will participate in the *Sandler O'Neill + Partners, L.P. East Coast Financial Services Conference* on Thursday, November 12, 2009 at 9:45 a.m. E.S.T. Mr. Hood is presenting as a participant of the Managing Capital in the Southeast Panel and his discussion will also be broadcast on the Company's website at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com) at that time. Additionally, on November 2, 2009, First Financial's quarterly investor presentation will be available on our website and will remain available through February 1, 2010. This updated presentation will be used throughout the quarter.

First Financial is the holding company for First Federal Savings and Loan Association of Charleston, which operates 65 offices located in the Charleston metropolitan area, Horry, Georgetown, Florence and Beaufort counties in South Carolina and Brunswick, New Hanover and Pender counties in coastal North Carolina offering banking, trust and pension administration services. The Company also provides insurance and brokerage services through First Southeast Insurance Services, The Kimbrell Insurance Group and First Southeast Investor Services. For additional information, please visit our web site at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com).