

# FIRST FINANCIAL HOLDINGS, INC.

34 Broad Street • Charleston, S.C. 29401  
843-529-5933 • FAX: 843-529-5883

**NEWS NEWS NEWS NEWS NEWS**

Contact: Dorothy B. Wright  
Vice President, Investors Relations  
and Corporate Secretary  
(843) 529-5931

## **FIRST FINANCIAL HOLDINGS, INC. APPOINTS NEW CHIEF FINANCIAL OFFICER**

Charleston, South Carolina (April 30, 2007) – First Financial Holdings, Inc. (“Company”) (NASDAQ GSM: FFCH) today announced that Susan E. Baham has stepped down as Chief Financial Officer of the Company and its financial institution subsidiary, First Federal Savings and Loan Association of Charleston (“Association”) in connection with her previously announced retirement, and that R. Wayne Hall has been promoted to the positions of Principal Financial Officer, Principal Accounting Officer and Chief Financial Officer of the Company and the Association, effective May 1, 2007. Ms. Baham will continue to serve as Executive Vice President of the Company and Chief Operating Officer and Executive Vice President of the Association until her retirement later this year.

Hall was employed by the Company effective December 1, 2006 as Executive Vice President, Financial Management. He is a certified public accountant and a certified risk professional. Hall has over 20 years of financial institution experience, having served in several senior financial positions, including Executive Vice President and Chief Risk Officer of Provident Bank, Baltimore, Maryland. He also has 7 years of experience auditing financial institutions in the field of public accounting. He received his Bachelor of Science Degree in Finance and a Masters of Accountancy from Virginia Polytechnic Institute and State University in Blacksburg, Virginia. Hall also graduated with honors from the Stonier Graduate School of Banking. His professional affiliations include the American Institute of Certified Public Accountants, Maryland Association of Certified Public Accountants, Institute of Internal Auditors and The Risk Management Association. His community activities include serving on the Audit Committee of Bon Secours Health System, Inc., Marriottsville, Maryland, and on the American Cancer Society’s Relay for Life committees.

First Financial Holdings, Inc. is a unitary thrift holding company. Its subsidiary, First Federal Savings and Loan Association of Charleston, operates a network of 53 branch offices in coastal South Carolina and in Brunswick County, North Carolina. The Company also provides comprehensive insurance, brokerage and trust services through First Southeast Insurance Services, Inc., Kimbrell Insurance Group, Inc., First Southeast Investor Services, Inc., and First Southeast Fiduciary and Trust Services, Inc.

### Forward Looking Statements

*Certain matters in this news release constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements relate to, among others, expectations of the business environment in which the Company operates, projections of future performance, including operating efficiencies, perceived opportunities in the market, potential future credit experience, and statements regarding the Company’s mission and vision. These forward-looking statements are based upon current management expectations, and may, therefore, involve risks and uncertainties. Management’s ability to predict results or the effect of future plans or strategies is inherently uncertain. The Company’s actual results, performance or achievements may differ materially from those suggested, expressed or implied by*

*forward-looking statements due to a wide range of factors including, but not limited to, the general business environment, general economic conditions nationally and in the State of South Carolina, interest rates, the South Carolina real estate market, the demand for mortgage loans, competitive conditions between banks and non-bank financial services providers, regulatory changes and other risks detailed in the Company's reports filed with the Securities and Exchange Commission, including the Annual Report on Form 10-K for the fiscal year ended September 30, 2006. Accordingly, these factors should be considered in evaluating the forward-looking statements, and undue reliance should not be placed on these statements.*

*For additional information about First Financial, please visit our web site at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com) or contact Dorothy B. Wright, Vice President and Corporate Secretary, (843) 529-5931.*