

# *FIRST FINANCIAL HOLDINGS, INC.*

2440 Mall Drive • Charleston, S.C. 29406

843-529-5933 • FAX: 843-529-5883

**NEWS NEWS NEWS NEWS NEWS**

Contact: Dorothy B. Wright  
Vice President/Investor Relations  
and Corporate Secretary  
(843) 529-5931 / (843) 729-7005  
dwright@firstfinancialholdings.com

## **FIRST FINANCIAL HOLDINGS, INC. ANNOUNCES FIRST QUARTER EARNINGS CONFERENCE CALL**

Charleston, South Carolina (January 6, 2010) -- First Financial Holdings, Inc. (NASDAQ GSM: FFCH) announced today that the company will host a conference call for institutional investors and bank analysts on Wednesday, January 27, 2010 at 2:00 p.m. Eastern Standard Time to discuss its financial results. The conference call will coincide with the news release announcing fiscal first quarter earnings which will be distributed prior to the market open on Wednesday, January 27, 2010.

A live webcast of the presentation will be available at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com). Additionally, the webcast will be recorded and available until April 30, 2010.

First Financial is the holding company for First Federal, 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 about First Financial, please visit our website at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com) or contact Dorothy B. Wright, Vice President-Investor Relations and Corporate Secretary, (843) 529-5931.*