

**FIRST FINANCIAL HOLDINGS, INC.**  
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**NEWS NEWS NEWS NEWS NEWS**

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**FIRST FINANCIAL HOLDINGS, INC.**  
**INCREASES CASH DIVIDEND**

Charleston, South Carolina (October 26, 2007) -- First Financial Holdings, Inc. (Nasdaq GSM: FFCH) today announced that its Board of Directors declared a quarterly cash dividend of 25-1/2 cents per share. This dividend represents the twentieth increase in cash dividends since the first was paid in February, 1986. The dividend is payable November 23, 2007 to shareholders of record as of November 9, 2007.

Commenting on the announcement, A. Thomas Hood, President and Chief Executive Officer, said, "The Company continues to achieve solid earnings, and the Board believes strongly that shareholders should share in the Company's success."

First Financial Holdings, Inc. is a unitary thrift holding company with assets of \$2.7 billion. Its subsidiary, First Federal Savings and Loan Association of Charleston, operates a total of 55 offices in South Carolina located in the Charleston metropolitan area, Horry, Georgetown, Beaufort and Florence 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, The Kimbrell Insurance Group, Inc., First Southeast Investor Services, Inc., 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).