



Books Close/Open Notice

July 26, 2010

Company Name: First Financial Holding Co.

 Ticker Symbol:
 FFHOY

 CUSIP Number:
 32021V109

 US ISIN:
 US32021V1098

Country: Taiwan
Listing Exchange: PORTAL

Sponsorship Level: Sponsored GDR - 144A Program

Ratio (ORD:DR): 20:1

Books Closed Date: Close of business August 12, 2010 **Books Open Date:** Close of business August 16, 2010

For: Issuance and Cancellation

Reason: Dividend Date Reconciliation

Taiwan books will be closed from Aug. 13, 2010 to Aug. 17, 2010.

Depositary Receipt Services

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