



Books Close/Open Notice

July 21, 2011

Company Name:	First Financial Holding Co.
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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 July 29, 2011
Books Open Date:	Close of business August 5, 2011
For:	Issuance and Cancellation
Reason:	Dividend Date Reconciliation

Taiwan books will be closed from Aug. 2, 2011 to Aug. 6, 2011.

Depository Receipt Services

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