



Books Close/Open Notice

July 26, 2010

Company Name: First Financial Holding Co.

Ticker Symbol: FFHD LX
CUSIP Number: 32021V208
US ISIN: US32021V2088
Country: Taiwan
Listing Exchange: LUX
Sponsorship Level: Sponsored GDR - Reg S 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.

Depository Receipt Services

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