



## Books Close/Open Notice

July 26, 2010

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**Company Name:** First Financial Holding Co.

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**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.

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