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Books Close/Open Notice

July 26, 2010

Company Name: First Financial Holding Co. **Ticker Symbol:** FFHD LX **CUSIP Number:** 32021V208 US ISIN: US32021V2088 Taiwan **Country:** Listing Exchange: LUX Sponsorship Level: Sponsored GDR - Reg S Program Ratio (ORD:DR): 20:1 **Books Closed Date:** Close of business August 12, 2010 Close of business August 16, 2010 **Books Open Date: Issuance and Cancellation** For: **Dividend Date Reconciliation** Reason:

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

Depositary Receipt Services

Contact Capital Markets Solutions

New York	New York	London	
Michael O'Leary	Jason Zoppel	Michael Woods	Group Email
michael.oleary@citi.com	jason.zoppel@citi.com	michael.woods@citi.com	citiadr@citi.com

Bloomberg: ADRC <GO>

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