



## Books Close/Open Notice

July 26, 2010

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

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

### Depository Receipt Services

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