



Books Close/Open Notice

July 21, 2011

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 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.

Depositary Receipt Services

Contact Capital Markets Solutions

New YorkLondonMichael O'LearyJason ZoppelMichael WoodsGroup Emailmichael.oleary@citi.comjason.zoppel@citi.commichael.woods@citi.comcitiadr@citi.com

Bloomberg: ADRC <GO>

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