

**UNITED STATES
SECURITIES AND EXCHANGE
COMMISSION**
Washington, D. C. 20549

Form 8-K

Current Report

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **June 27, 2006**

First Financial Holdings, Inc.

(Exact name of registrant as specified in charter)

Delaware

State or other jurisdiction of incorporation

0-17122

Commission File Number

57-0866076

I.R.S. Employer I.D. number

34 Broad Street, Charleston, South Carolina 29401

(Address of principal executive offices)

Registrant's telephone number (including area code): **(843) 529-5933**

Not applicable

(Former name or former address, if changed since last report)

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4c under the Exchange Act (17 CFR 240.13e-4(c))

Section 8 -- Other Events

Item 8.01 Other Events

On June 27, 2006 First Financial Holdings, Inc. announced it has acquired Employer Benefits Strategies, Inc. (EBSI), an independent insurance agency based in Summerville, South Carolina. For more information regarding this matter, see the press attached hereto as Exhibit 99.1.

Section 9 -- Financial Statements and Exhibits

Item 9.01 Financial Statements and Exhibits

(a) Not applicable.

(b) Not applicable.

(c) Exhibits

Exhibit (99.1). Press release dated June 27, 2006.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FIRST FINANCIAL HOLDINGS, INC

/s/ Susan E. Baham

Susan E. Baham

Executive Vice President, Chief Financial Officer
And Principal Accounting Officer

Date: June 29, 2006

EXHIBIT INDEX

**Exhibit
Number**

Description

99.1	First Financial Holdings, Inc. acquires EBSI in Summerville
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Exhibit 99.1

First Financial Holdings, Inc. Acquires EBSI in Summerville.

FIRST FINANCIAL HOLDINGS, INC.

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Contact:

Susan E. Baham
Executive Vice President,
Chief Operating Officer,
and Chief Financial Officer
(843) 529-5601

First Financial Holdings Inc. acquires EBSI in Summerville

CHARLESTON, SOUTH CAROLINA (June 27, 2006) - First Financial Holdings, Inc. (NASDAQ: FFCH) today announced it has acquired Employer Benefits Strategies, Inc. (EBSI), an independent insurance agency based in Summerville, South Carolina.

Established in 1994, EBSI specializes in group health, life, disability and voluntary benefits coverage.

“EBSI has an outstanding reputation in this industry, and we are delighted to welcome them into the First Financial family of financial services,” said A. Thomas Hood, President and CEO of First Financial. “They will be a tremendous asset strategically as we continue to expand the employee benefits efforts of our insurance offerings.”

EBSI will combine their efforts with the Company’s existing benefits operations in Beaufort County via Kinghorn Insurance Services, and in Columbia, with Johnson Insurance Associates, and its affiliate, Benefit Administrators, Inc., a provider of third party administration services to self-funded benefit plans throughout South Carolina.

Todd Stephenson, currently with EBSI, will become a vice president with First Southeast Insurance Services, Inc., parent company of Kinghorn Insurance Services and Johnson Insurance Associates.

“We view the acquisition as a wonderful opportunity for our firm,” Stephenson said. “Our philosophy and that of First Financial are based on providing high quality services to our clients, and we look forward to increased opportunities as a result of our affiliation with First Financial.”

First Financial’s insurance operations are currently among the largest in South Carolina. In addition to Johnson Insurance Associates in Columbia, its existing insurance agency, First Southeast Insurance Services, Inc., operates offices in Conway, Lake City, Florence, Myrtle Beach, and Charleston. A First Southeast subsidiary, Kinghorn Insurance, also operates offices in Hilton Head Island, Bluffton, and Ridgeland.

- more -

First Financial Holdings, Inc.

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First Financial is also the thrift holding company of First Federal Savings and Loan Association of Charleston. The Association operates a total of 52 offices in the Charleston metropolitan area, Horry, Georgetown, Florence and Beaufort counties in South Carolina and Brunswick County in coastal North Carolina. The Company provides brokerage, trust and insurance services through First Southeast Investor Services, First Southeast Fiduciary and Trust Services and First Southeast Insurance Services. For additional information about First Financial, please visit our web site at www.firstfinancialholdings.com.



Todd Stephenson