

**UNITED STATES  
SECURITIES AND EXCHANGE  
COMMISSION**

Washington, D. C. 20549

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**Form 8-K**

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**Current Report**

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

Date of Report (Date of earliest event reported): **February 3, 2010**

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**First Financial Holdings, Inc.**

(Exact name of registrant as specified in charter)

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**Delaware**

State or other jurisdiction of incorporation

**0-17122**

Commission File Number

**57-0866076**

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

**2440 Mall Drive, Charleston, South Carolina 29406**

(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)

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- ☐ 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 7 – Regulation FD

### Item 7.01 Regulation FD Disclosure

First Financial Holdings, Inc. (the “Company”) (NASDAQ GSM: FFCH), announced that CFO R. Wayne Hall will participate in the *5<sup>th</sup> Annual Sterne Agee Financial Services Symposium* on Tuesday, February 9, 2010 at 9:00 a.m. E.S.T. and his discussion will be broadcast on the Company’s website at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com) at that time. For more information regarding this matter, see the press release attached hereto as Exhibit 99.1.

## Section 9 – Financial Statements and Exhibits

### Item 9.01 Financial Statements and Exhibits

(d) Exhibits

Exhibit (99.1). Press release of First Financial Holdings, Inc. dated February 3, 2010.

## 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/ R. Wayne Hall  
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R. Wayne Hall  
Executive Vice President  
and Chief Financial Officer

Date: February 3, 2010

## EXHIBIT INDEX

Exhibit Number	Description
99.1	Press release of First Financial Holdings, Inc. dated February 3, 2010.

# *FIRST FINANCIAL HOLDINGS, INC.*

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**NEWS NEWS NEWS NEWS NEWS**

Contact: Dorothy B. Wright  
Vice President, Investor Relations  
and Corporate Secretary  
(843) 529-5931 or (843) 729-7005  
dwright@firstfinancialholdings.com

## **FIRST FINANCIAL HOLDINGS, INC. CFO TO PRESENT AT THE 5<sup>th</sup> ANNUAL STERNE AGEE FINANCIAL SERVICES SYMPOSIUM**

Charleston, South Carolina (February 3, 2010) - First Financial Holdings, Inc. (NASDAQ GSM: FFCH) ("First Financial" or "Company") CFO R. Wayne Hall will participate in the 5<sup>th</sup> *Annual Sterne Agee Financial Services Symposium* on Tuesday, February 9, 2010 at 9:00 a.m. E.S.T. Mr. Hall is presenting as a participant of the FDIC Assisted Deals – Financial & Strategic Issues Panel and his discussion will also be broadcast on the Company's website at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com) at that time. Additionally, on February 9, 2010, First Financial's quarterly investor presentation will be available on our website and will remain available through May 1, 2010. This updated presentation will be used throughout the quarter.

First Financial is the holding company for First Federal Savings and Loan Association of Charleston, which operates 65 offices located in the Charleston metropolitan area, Horry, Georgetown, Florence and Beaufort counties in South Carolina and Brunswick, New Hanover and Pender counties in coastal North Carolina offering banking, trust and pension administration services. The Company also provides insurance and brokerage services through First Southeast Insurance Services, The Kimbrell Insurance Group and First Southeast Investor Services. For additional information, please visit our web site at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com).