

**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): **April 6, 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))
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## **Section 7 -- Regulation FD**

### **Item 7.01 Regulation FD Disclosure**

In the press release dated April 6, 2010, First Financial Holdings, Inc. announced a conference call on Tuesday, April 27, 2010 at 2:00 p.m. E.D.T. to discuss its Second Quarter financial results.

## **Section 9 -- Financial Statements and Exhibits**

### **Item 9.01 Financial Statements and Exhibits**

- (a) Not applicable.
- (b) Not applicable.
- (c) Not applicable.
- (d) Exhibits.

Exhibit (99.1). Press release dated April 6, 2010.

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## **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: April 6, 2010

## EXHIBIT INDEX

Exhibit Number	Description
99.1	First Financial Holdings, Inc. announces conference call on Tuesday, April 27, 2010 to discuss its Second Quarter financial results.

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# ***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 / (843) 729-7005  
dwright@firstfinancialholdings.com

## **FIRST FINANCIAL HOLDINGS, INC. ANNOUNCES SECOND QUARTER EARNINGS CONFERENCE CALL**

Charleston, South Carolina (April 6, 2010) -- First Financial Holdings, Inc. ("First Financial" or the "Company") (NASDAQ GSM: FFCH) announced today that the company will host a conference call for institutional investors and bank analysts on Tuesday, April 27, 2010 at 2:00 p.m. Eastern Daylight Time to discuss its financial results. The conference call will coincide with the news release announcing fiscal second quarter earnings which will be distributed prior to the market open on Tuesday, April 27, 2010.

A live webcast of the presentation will be available at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com). Additionally, the webcast will be recorded and available until July 31, 2010.

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 about First Financial, please visit our website at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com) or contact Dorothy B. Wright, Vice President-Investor Relations and Corporate Secretary, (843) 529-5931.*