

**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): **November 8, 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 CEO R. Wayne Hall and CFO Blaise Bettendorf will present at the *Sandler O’Neill + Partners, L.P. East Coast Financial Services Conference* on Thursday, November 11, 2010 at 2:10 p.m. E.S.T.

## **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 November 8, 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/ Blaise B. Bettendorf

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Blaise B. Bettendorf  
Executive Vice President  
and Chief Financial Officer

Date: November 8, 2010

## EXHIBIT INDEX

<b>Exhibit Number</b>	<b>Description</b>
99.1	Press release of First Financial Holdings, Inc. dated November 8, 2010.

**FIRST FINANCIAL HOLDINGS, INC.**

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**NEWS NEWS NEWS NEWS NEWS**

Contact: Dorothy B. Wright  
Senior Vice President/Investor  
Relations and Corporate Secretary  
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**FIRST FINANCIAL HOLDINGS, INC. CEO TO PRESENT AT  
THE SANDLER O'NEILL + PARTNERS, L.P.  
EAST COAST FINANCIAL SERVICES CONFERENCE**

Charleston, South Carolina (November 8, 2010) - First Financial Holdings, Inc. (Nasdaq GSM: FFCH) ("First Financial" or "Company") CEO R. Wayne Hall and CFO Blaise Bettendorf will present at the *Sandler O'Neill + Partners, L.P. East Coast Financial Services Conference* on Thursday, November 11, 2010 at 2:10 p.m. E.S.T. This presentation will be broadcast on the Company's website at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com) at that time. Additionally, on November 11, 2010, First Financial's quarterly investor presentation will be available on our website and will remain available through February 10, 2011. This updated presentation will be used throughout the quarter.

First Federal operates 66 financial centers 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 web site at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com) or contact Dorothy B. Wright, Senior Vice President-Investor Relations and Corporate Secretary, (843) 529-5931 or (843) 729-7005.*