

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 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): **February 22, 2012**

FIRST FINANCIAL HOLDINGS, INC.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

000-17122
(Commission File Number)

57-0866076
(IRS Employer
Identification No.)

2440 Mall Drive, Charleston, South Carolina 29406
(Address of principal executive offices, including zip code)

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

Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ 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-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01 Other Events.

On February 22, 2012, First Financial Holdings, Inc. (the “Company”) issued a press release announcing that its wholly-owned subsidiary, First Federal Savings and Loan Association of Charleston (the “Bank”), has converted from a federal savings and loan association to a South Carolina-chartered commercial bank and member of the Federal Reserve System. In connection with the Bank’s conversion, the Company also announced that it has registered with the Federal Reserve as a bank holding company. A copy of the press release is furnished as Exhibit 99.1 hereto.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

<u>Number</u>	<u>Description</u>
99.1	Press Release dated February 22, 2012

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.
(Registrant)

Date: February 22, 2012

By: /s/ Robert L. Davis
Robert L. Davis
Executive Vice President,
Corporate Counsel and Secretary

FIRST FINANCIAL HOLDINGS, INC.

FIRST FINANCIAL ANNOUNCES THE CONVERSION OF FIRST FEDERAL SAVINGS AND LOAN TO A STATE-CHARTERED COMMERCIAL BANK AND FIRST FINANCIAL TO A BANK HOLDING COMPANY

Charleston, South Carolina, February 22, 2012 -- First Financial Holdings, Inc. ("First Financial") (NASDAQ: FFCH), the holding company for First Federal Savings and Loan Association of Charleston ("First Federal"), announced today that First Federal has converted from a federal savings and loan association to a South Carolina-chartered commercial bank and a member of the Federal Reserve System. In connection with First Federal's conversion, First Financial also announced that it has registered with the Federal Reserve as a bank holding company.

R. Wayne Hall, President and Chief Executive Officer stated, "As an important part of our strategic re-positioning, we are delighted to complete our conversion to a state-chartered commercial bank, to be a member of the Federal Reserve System and to have become a bank holding company. Converting to a commercial bank charter reinforces our focus on commercial banking as we execute our business strategy. From our customers' perspective, the charter conversion will be seamless; we will continue to operate through our current network of branch offices and the terms and conditions of our customers' loans and deposit accounts will not be affected in any manner."

As a result of the charter conversion and membership in the Federal Reserve System, the South Carolina State Board of Financial Institutions and the Federal Reserve will serve as First Federal's primary regulators. The Federal Reserve will also serve as First Financial's primary regulator.

About First Financial

First Financial Holdings, Inc. ("First Financial", Nasdaq: FFCH) is a Charleston, South Carolina bank holding company with \$3.1 billion in total assets as of December 31, 2011. First Financial offers integrated financial solutions, including personal, business and wealth management services. First Federal Savings and Loan Association of Charleston ("First Federal"), which was founded in 1934 and is the primary subsidiary, serves individuals and businesses throughout coastal South Carolina, Florence, South Carolina and Wilmington, North Carolina. First Financial subsidiaries include: First Federal; First Southeast Investor Services, Inc., a registered broker-dealer, and First Southeast 401(k) Fiduciaries, Inc., a registered investment advisor. First Federal is the largest commercial bank headquartered in the Charleston, South Carolina metropolitan area and the third largest commercial bank headquartered in South Carolina, based on asset size. Additional information about First Financial is available at www.firstfinancialholdings.com.

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