

Press Release

Taipei, June 19, 2009

FFHC Announced Ex-dividend Date as July 7th, 2009

Taipei, Taiwan, R.O.C., 19 June, 2009 – First Financial Holding Board of Directors approved yesterday to set July 13th, 2009 as the record date for its common stock dividends. The ex-dividend date will be July 7th, 2009. FFHC shareholders will receive NT\$0.50 cash dividend and NT\$0.25 stock dividend per common share. A total of NT\$ 3,082,367,707 cash will be distributed and 154,118,385 new shares will be issued. The number of outstanding shares will increase to 6,318,853,799 shares after dividend payout.

As required by article 165 of the Company Law, the shareholders register will be closed for five days prior to the record date, i.e., from July 9th 2009 through July 13th, 2009, for registration transfer.

Company Profile

As of end of 1Q 2009, First Financial Holding Co., Ltd. (TWSE: 2892) is one of the largest financial groups in Taiwan, with an asset size of NT\$1.80 trillion. There are more than 5 million individuals and corporate clients with a full range of product mix including retail banking, stock brokerage, asset and wealth management, and corporate and investment banking. Subsidiary First Commercial Bank is the major profit driver and has maintained its leading positions in selected areas as the SME business, home mortgages, mutual-fund distributions, deposit and lending. It currently owns 190 branches at home along with 24 overseas branches and representative offices, including US subsidiary of First Commercial Bank (USA). Subsidiary First Securities engages in brokerage, dealing, underwriting, and derivative products via its 22 operating offices around Taiwan. The assets under management by Subsidiary First Securities Investment Trust was over NT\$100 billion, ranking the 7th among its local peers. Other subsidiaries include First-Aviva Life Insurance Co, First Financial Assets Management Co., First Venture Capital Co., First Financial Management and Consulting Co., and First P&C Insurance Agency Co..

For further information, please go to www.ffhc.com.tw