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First Financial Bancorp

Midwest 2009

Super Community Bank Conference

February 25, 2009

FFBC
NASDAQ
GLOBAL SELECT

Forward-Looking Statement Disclosure

Certain statements that are not statements of historical fact constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act (the Act). In addition, certain statements in future filings by First Financial with the Securities and Exchange Commission, in press releases, investor presentations, and in oral and written statements made by or with the approval of First Financial which are not statements of historical fact constitute forward-looking statements within the meaning of the Act.

Examples of forward-looking statements include, but are not limited to, projections of revenues, income or loss, earnings or loss per share, the payment or non-payment of dividends, capital structure and other financial items, statements of plans and objectives of First Financial or its management or board of directors, and statements of future economic performances and statements of assumptions underlying such statements. Words such as “believes,” “anticipates,” “intends,” and other similar expressions are intended to identify forward-looking statements but are not the exclusive means of identifying such statements.

Forward-looking statements involve risks and uncertainties that may cause actual results to differ materially from those in such statements. Factors that could cause actual results to differ from those discussed in the forward-looking statements include, but are not limited to, management’s ability to effectively execute its business plan; the risk that the strength of the United States economy in general and the strength of the local economies in which First Financial conducts operations may be different than expected resulting in, among other things, a deterioration in credit quality or a reduced demand for credit, including the resultant effect on First Financial’s loan portfolio and allowance for loan and lease losses; the ability of financial institutions to access sources of liquidity at a reasonable cost; the effects of and changes in policies and laws of regulatory agencies; inflation, interest rates, market and monetary fluctuations; technological changes; mergers and acquisitions; the ability to increase market share and control expenses; the effect of changes in accounting policies and practices, as may be adopted by the regulatory agencies as well as the Financial Accounting Standards Board and the Securities and Exchange Commission; the costs and effects of litigation and of unexpected or adverse outcomes in such litigation; and the success of First Financial at managing the risks involved in the foregoing.

Such forward-looking statements speak only as of the date on which such statements are made, and First Financial undertakes no obligation to update any forward-looking statement to reflect events or circumstances after the date on which such statement is made to reflect the occurrence of unanticipated events.

- Profitably managed the company throughout 2008
 - Grew average commercial loans 15%
 - Controlled expenses
 - Maintained strong capital and liquidity levels
 - Total regulatory capital exceeded the minimum required by \$161.9 million
 - 2008 total return to shareholders: 14.65%
- Credit quality trends remained strong relative to the industry and peers
 - Nonperforming loans / total loans: 0.68%
 - Allowance for loan and lease losses / nonaccrual loans: 199.51%
- Making decisions to support continued client growth in a difficult economy, preserve capital and strengthen the balance sheet
- Well-positioned to successfully weather the economic challenges that lie ahead
 - Managing the company with a long-term view
 - Maintaining a strong emphasis on credit and risk management while cautiously pursuing select growth opportunities

Corporate Overview (12/31/08)

Total Assets: \$3.7 billion

Total Loans: \$2.7 billion

Total Deposits: \$2.8 billion

81 retail branch locations serving 9 regional markets in 53 communities in 3 states

1,061 FTEs

Trading Statistics

Nasdaq: FFBC

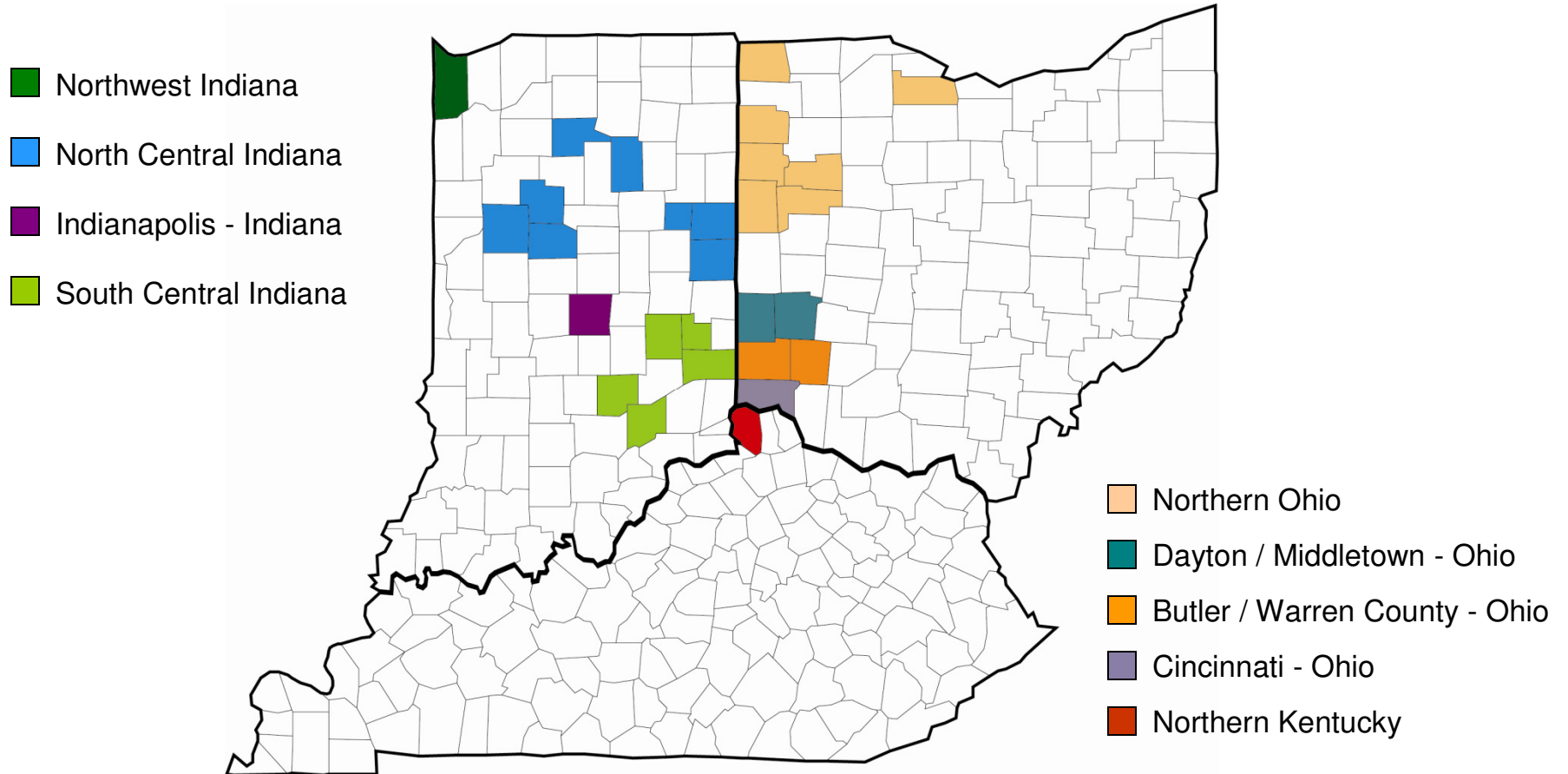
Shares Outstanding: 37.5 million

Market Capitalization (12/31/08): \$464 million

2008 Average Daily Trading Volume :
173,000 shares

- First Financial Bank was founded in 1863
- 16 bank/thrift acquisitions from 1989 through 1999 resulted in multiple bank charters and brand identities
- Established Strategic (Rebuilding & Reorganization) Plan in March 2005
 - ✓ Consolidated and streamlined company to establish one charter and one brand identity
 - ✓ Restructured credit process
 - ✓ Restructured balance sheet
 - ✓ Exited non-strategic, high risk and unprofitable businesses and product lines
 - ✓ Renewed focus on expenses and efficiency
 - ✓ Upgraded infrastructure (physical, processes, technology)
 - ✓ Expanded market presence and recruited sales teams in regional metropolitan areas
 - ✓ Renewed focus on clients and sales growth

- Client “Intimate” Strategy
 - Strategic Focus: build long-term relationships with clients by identifying and meeting their financial needs
- Target clients
 - Individuals and small / mid-size private businesses located within the regional markets we serve
- Ohio, Indiana, Kentucky
 - Serving 9 regional markets / 53 communities
 - Each market is managed by experienced, local bankers
 - Markets are supported by centralized experts
- Organic growth focus supplemented by strategic acquisitions



- Top-quartile performance for all stakeholders
- Sustained and consistent excellence
- Commitment to growth
- Effective management of all risks

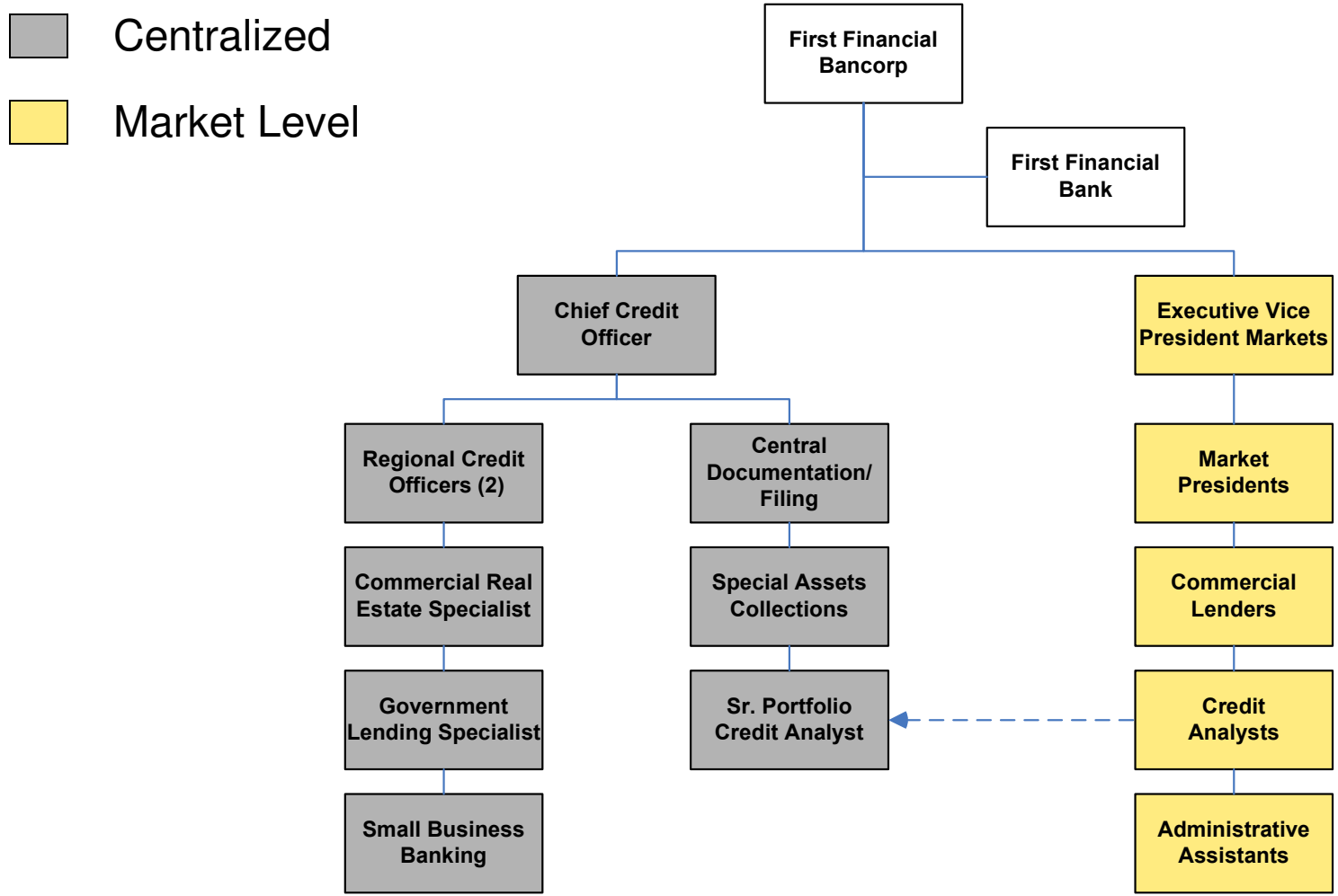
- Retail Banking
- Commercial Banking
- Wealth Management

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Credit

Current Credit Management System Market-Based

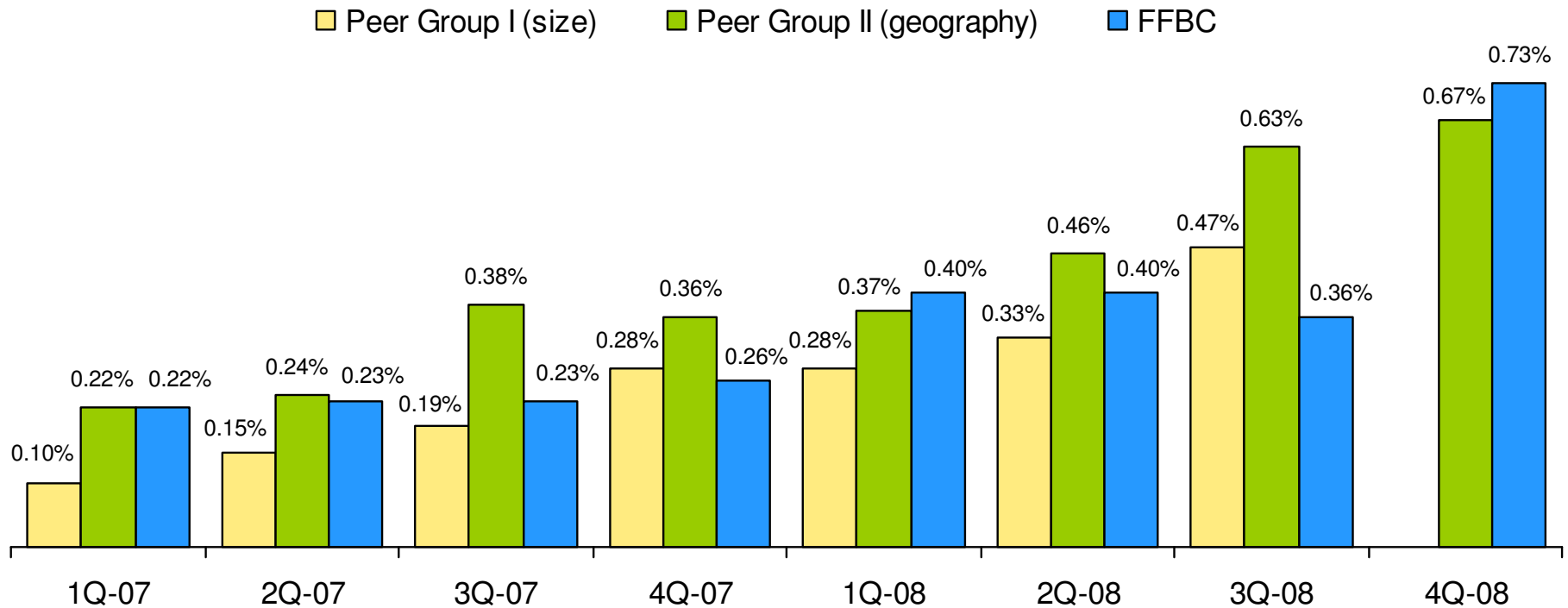


- Credit quality trends remained relatively stable and within expected range throughout most of 2008
 - Reflects discipline of originating loans within existing footprint, strong underwriting policies, and proactive management of resolution strategies for problem credits
- Rapidly weakening economic conditions impacted fourth quarter and full-year 2008 credit quality
 - Increased loan loss reserve and reported a higher level of net charge-offs

	Credit Quality Trends								
	Quarter				Year				
	4Q-08	3Q-08	2Q-08	1Q-08	2008	2007	2006*	2005	2004
Net Charge-Off Ratio	0.73%	0.36%	0.40%	0.40%	0.47%	0.24%	0.48%	0.30%	0.26%
Nonperforming Loans / Loans	0.68%	0.53%	0.57%	0.58%	0.68%	0.56%	0.44%	1.08%	0.70%
Reserve Ratio	1.34%	1.14%	1.11%	1.14%	1.34%	1.12%	1.10%	1.62%	1.61%
Reserves / Nonperforming Loans	197.3%	216.2%	192.5%	194.8%	197.3%	197.9%	252.8%	149.8%	230.2%

* Net of loan sale

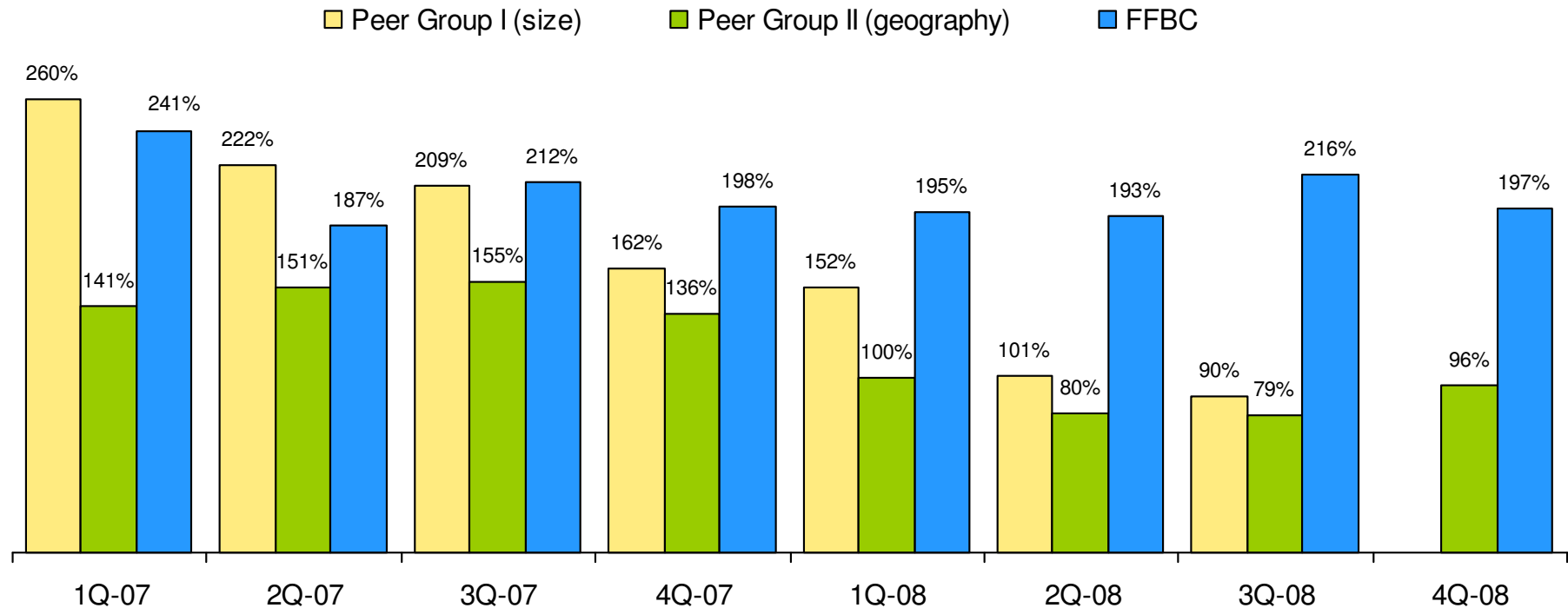
Net Charge-offs to Average Loans & Leases



Peer Group I is comprised of 98 bank holding companies located throughout the United States with total asset size ranging from \$3 - \$10 billion

Peer Group II is comprised of 30 bank holding companies conducting business primarily in Ohio, Kentucky and Indiana

Source: SNL Financial (4Q-08 information for Peer Group I is not yet available)



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Peer Group II is comprised of 30 bank holding companies conducting business primarily in Ohio, Kentucky and Indiana

Source: SNL Financial (4Q-08 information for Peer Group I is not yet available)

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Capital

- Excess consolidated capital of \$161.9 million over regulatory minimum required level
- Based on “well-capitalized” requirements, can support bank-level asset growth up to \$680 million

Ratio	4Q-08	Target	Regulatory "well-capitalized" minimum
EOP Tangible Equity / EOP Tangible Assets	8.70%	6.75% - 7.25%	N/A
EOP Tangible Common Equity / EOP Tangible Common Assets	6.52%	N/A	N/A
Leverage Ratio	10.00%	8.00% - 8.50%	5%
Total Risk-Based Capital Ratio	13.62%	11.50% - 12.00%	10%

- Completed the sale of \$80 million shares perpetual preferred securities to the U.S. Treasury’s under its Troubled Asset Relief (TARP) Capital Purchase Program (CPP)
 - Represented approximately 3% of risk-weighted assets at December 31, 2008
- Dividend reduction
 - Consistent with other capital management strategies
 - Will further boost already strong capital levels and position the company to weather the economic challenges while still taking advantage of select growth opportunities

U.S Treasury Capital Purchase Plan

- Participating in the U.S. Treasury's Troubled Asset Relief Program (TARP) Capital Purchase Program (CPP)
 - Sold \$80 million perpetual preferred securities on December 23, 2008
- “CPP Investment Portfolio”
 - Short and long-term plans for the utilization of CPP proceeds
 - Ratio of investments to capital, or leverage is 1.5 times the proceeds received
 - Internal maximum not to exceed 5 times
 - Earnings from the CPP Investment Portfolio are expected to have a positive effect on net interest income and should exceed quarterly dividends payable to U.S. Treasury on its investment in the preferred shares
 - Evaluating ways to increase lending volume consistent with the intent of the CPP
 - Cash flows from the CPP Investment Portfolio should provide sufficient liquidity and capital support for redeployment into loans
 - CPP Investment Portfolio totaled approximately \$122.5 million at December 31, 2008

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Growth & Opportunity

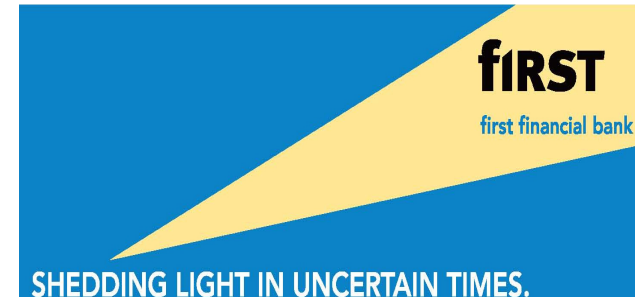
- Primary focus and value creation is through organic growth in our key regional markets
- Acquisitions can advance market position and accelerate the timing of market share compared with an organic growth only strategy
 - Pricing must be disciplined and favorable compared with the longer-term organic growth only strategy
 - Ohio, Indiana and Kentucky where there is a strategic and geographic fit
 - Size and growth potential to help achieve corporate financial targets

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Retail Banking

- Strategic Focus
 - Retail consumer clients
 - Deposits
 - Select consumer lending activities



- 81 retail branch locations
- Serving 9 regional markets in 53 communities in 3 states
- Managed locally by experienced local bankers
- Supported centrally



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Demographic Profile

Demographic Profile (First Financial Bancorp)						Data as of June 30, 2008
State	Market	Number of FFBC Branches	Total Deposits in Market (\$000)	FFBC Deposits in Market (\$000)	FFBC Deposit Market Share (%)	Projected Population Change 2008 - 2013 (%)
OH	Butler Warren	19	\$ 4,180,986	\$ 828,641	19.8%	10.3%
OH	Cincinnati	3	42,824,615	55,672	0.1%	-2.4%
OH	Dayton / Middletown	10	9,134,296	351,086	3.8%	1.0%
KY	Kentucky	3	1,887,691	106,277	5.6%	19.9%
IN	North Central Indiana	14	3,997,721	294,351	7.4%	2.6%
OH	Northern Ohio	16	5,219,065	517,777	9.9%	0.0%
IN	Northwest Indiana	8	7,329,142	486,655	6.6%	2.6%
IN	South Central Indiana	8	3,691,281	144,975	3.9%	2.2%
IN	Indianapolis*	0	24,769,456	-	-	8.6%
Totals		81	\$ 103,034,252	\$ 2,785,434	2.7%	

* First Financial entered the Indianapolis market in August 2008

Source: SNL Financial

- Strategic Focus
 - Small / mid-size private businesses located within our regional markets
 - Commercial & Industrial
 - Commercial Real Estate
 - Deposits / Cash Management

- Sales Force
 - 9 Market Presidents
 - 46 Commercial Lenders
 - 10 Treasury Management Representatives

- First Financial Wealth Resource Group
 - Trust
 - Brokerage
 - Investment Advisor

- Strategic Focus
 - Maintain existing client base
 - Increase share of wallet of existing client base
 - Integration with retail and commercial banking clients

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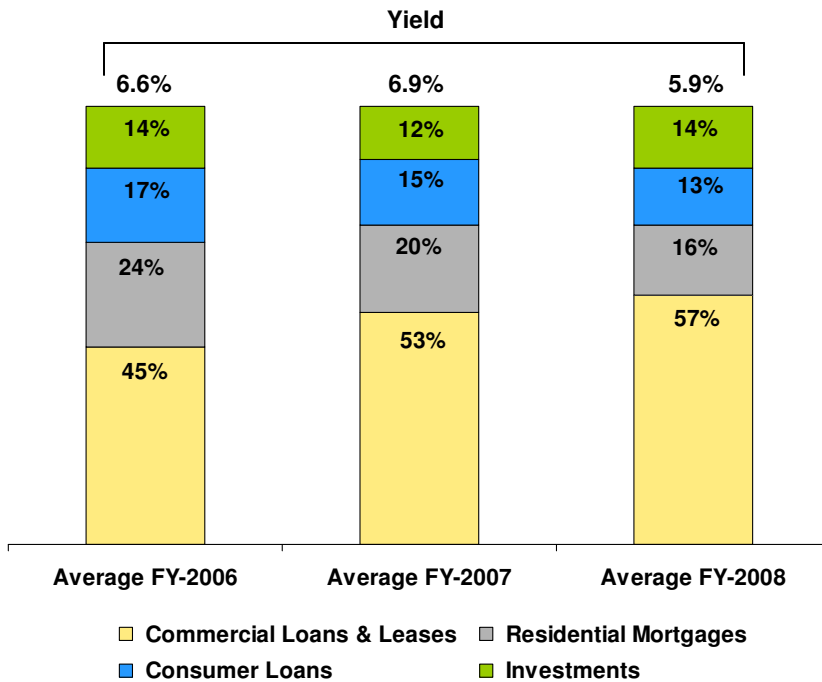
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Financial Information

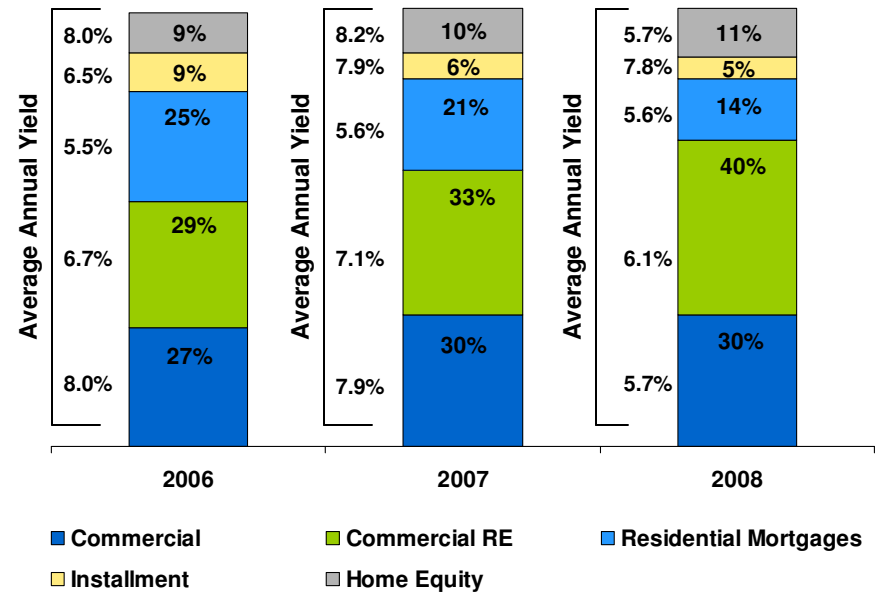
Performance Summary

	<u>2006</u>	<u>2007</u>	<u>2008</u>
Return on Average Assets	0.62%	1.08%	0.67%
Return on Average Shareholders' Equity	7.13%	12.73%	8.21%
Net Interest Margin	4.01%	3.94%	3.71%
Efficiency Ratio	79.00%	66.31%	68.58%
Leverage Ratio	8.76%	8.33%	10.00%
Total Capital Ratio	12.81%	11.38%	13.62%
EOP Tangible Shareholders' Equity / EOP Tangible Assets	7.69%	7.41%	8.70%
EOP Tangible Common Shareholders' Equity / EOP Tangible Assets	7.69%	7.41%	6.52%

Average Earning Assets

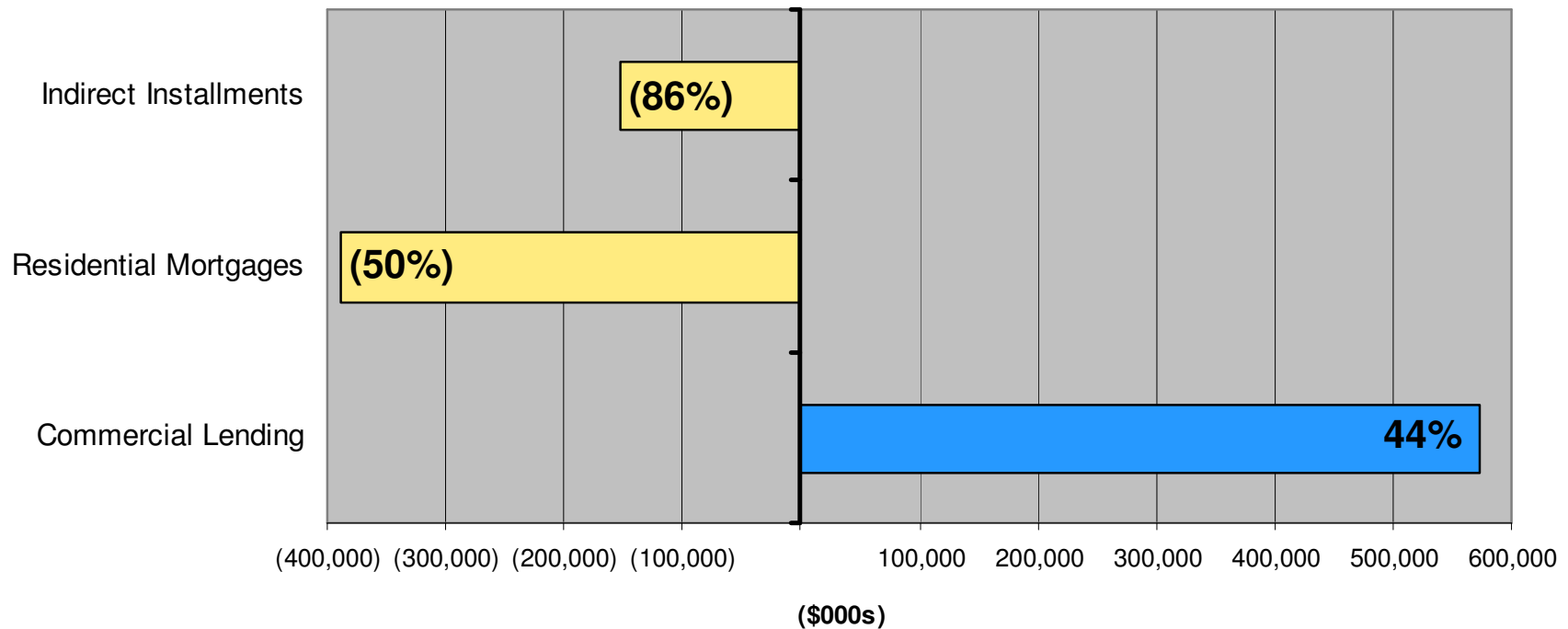


End of Period Loan Portfolio Composition



Yield presented is not tax-equivalent

Growth Since 2005*



- Gross loan CAGR* = 0.53% due to planned runoff in indirect loans and residential mortgages.

* December 31, 2005 through December 31, 2008

- On-going review of various strategies to increase the size of the investment portfolio and its absolute level of earnings, while balancing capital and liquidity targets
 - Since the end of the first quarter of 2008, the portfolio has grown approximately \$307.8 million on a net basis
 - Approximately \$194.2 million of securities were added during the fourth quarter of 2008
 - Portfolio selection criteria avoids securities backed by sub-prime assets and those with material geographical considerations

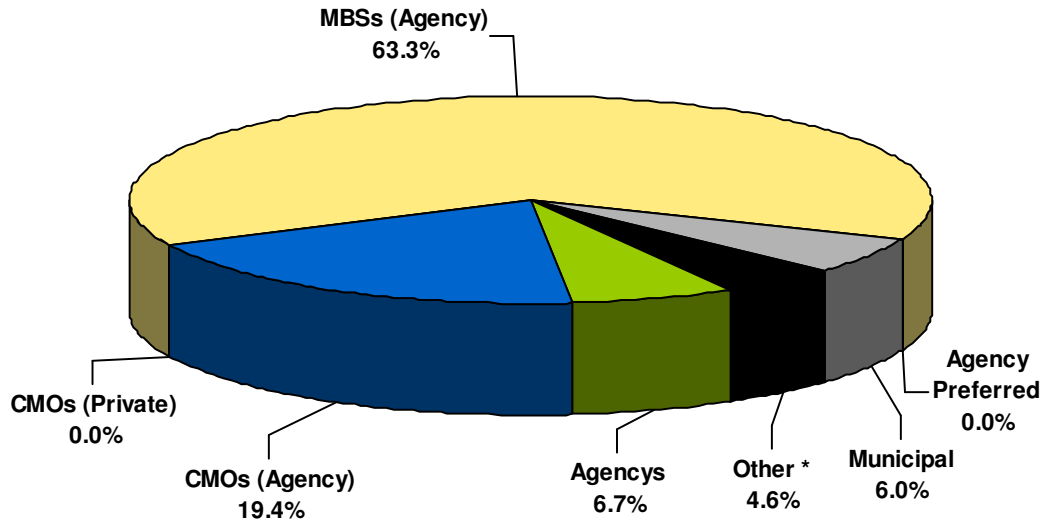
(\$ in thousands, excluding book price and market value)

	% of Total	Book Value	Book Yield	Book Price	12/31/2008 Market Value	Base Gain/(Loss)
Agencys	6.7%	\$ 46,681	5.33	99.74	103.58	\$ 1,731
CMOs (Agency)	19.4%	134,353	4.96	100.42	101.85	1,882
CMOs (Private)	0.0%	104	3.36	100.00	99.83	-
MBSs (Agency)	63.3%	438,249	5.10	100.66	102.37	7,292
<i>Subtotal</i>	89.4%	\$ 619,387	5.09	100.54	102.34	\$ 10,905
Municipal	6.0%	\$ 41,638	7.19	99.32	100.14	\$ 344
Other *	4.6%	31,673	5.01	100.86	100.32	(169)
<i>Subtotal</i>	10.6%	\$ 73,311	6.25	99.98	100.22	\$ 175
Total Investment Portfolio	100.0%	\$ 692,698	5.21	100.48	102.12	\$ 11,080

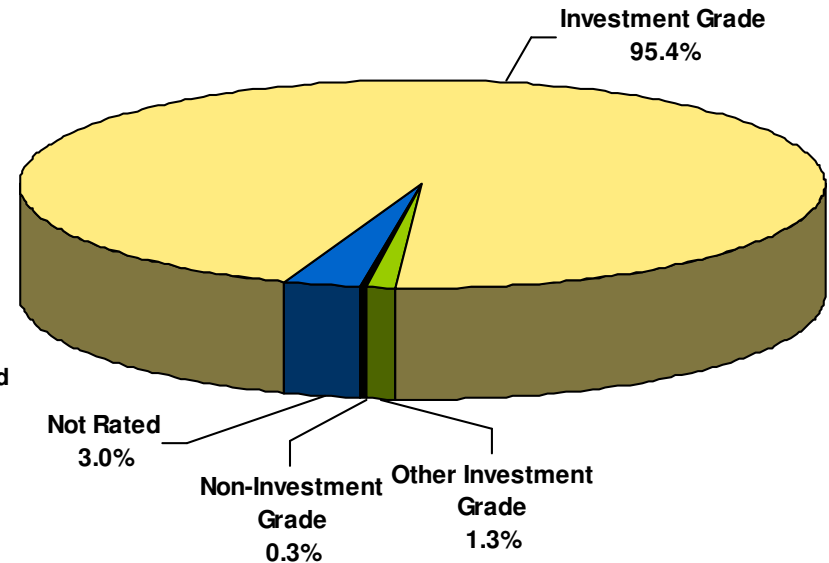
Net Unrealized Gain/(Loss)	\$ 11,080
Aggregate Gains	\$ 11,250
Aggregate Losses	\$ (170)
Net Unrealized Gain/(Loss) % of Book Value	1.60%

* Other includes \$28.0 million of regulatory stock

Sector Allocation



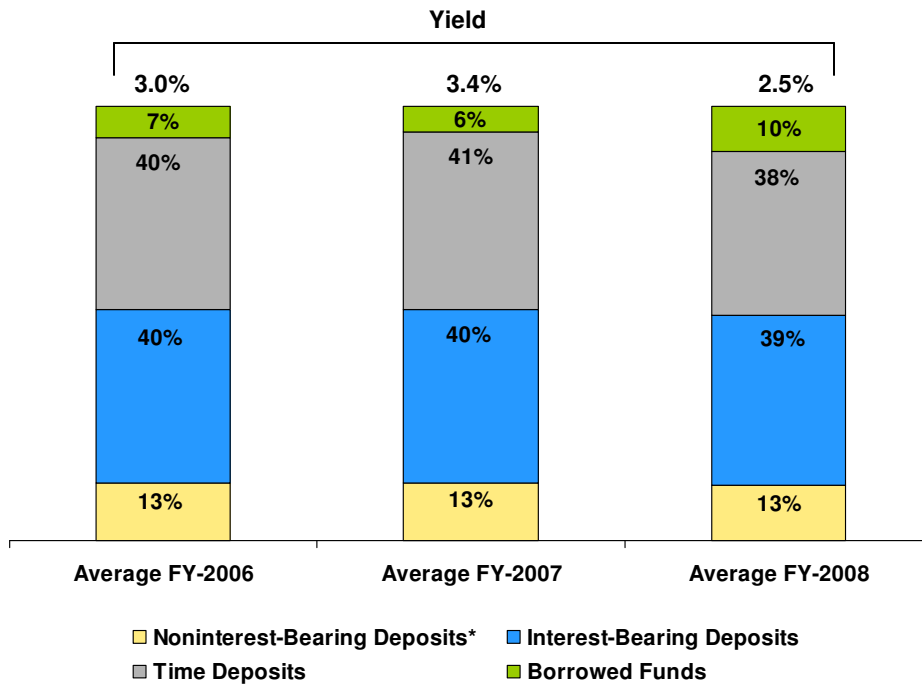
Credit Quality



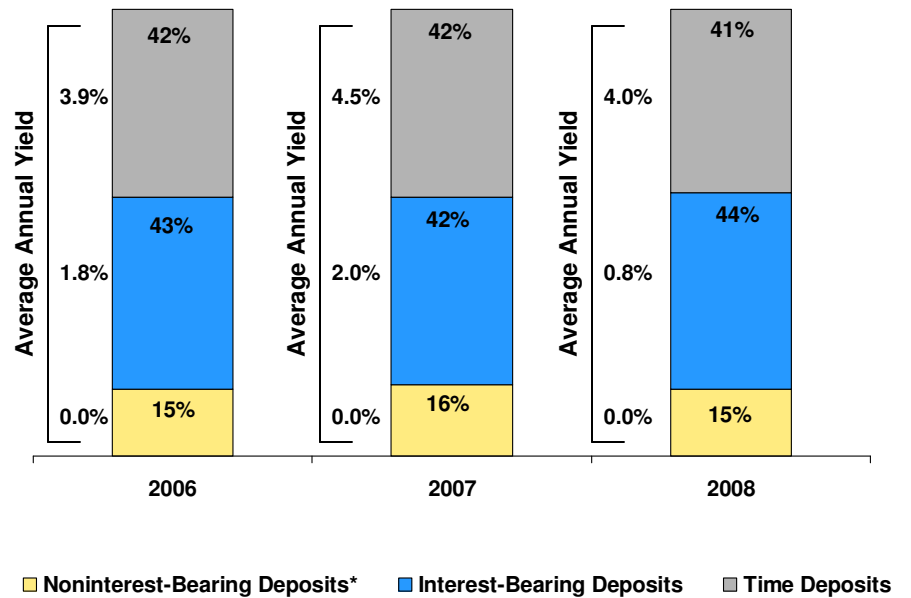
* Other includes regulatory stock

Investment Grade = A-rated securities
Other Investment Grade = B-rated securities

Average Liability Mix

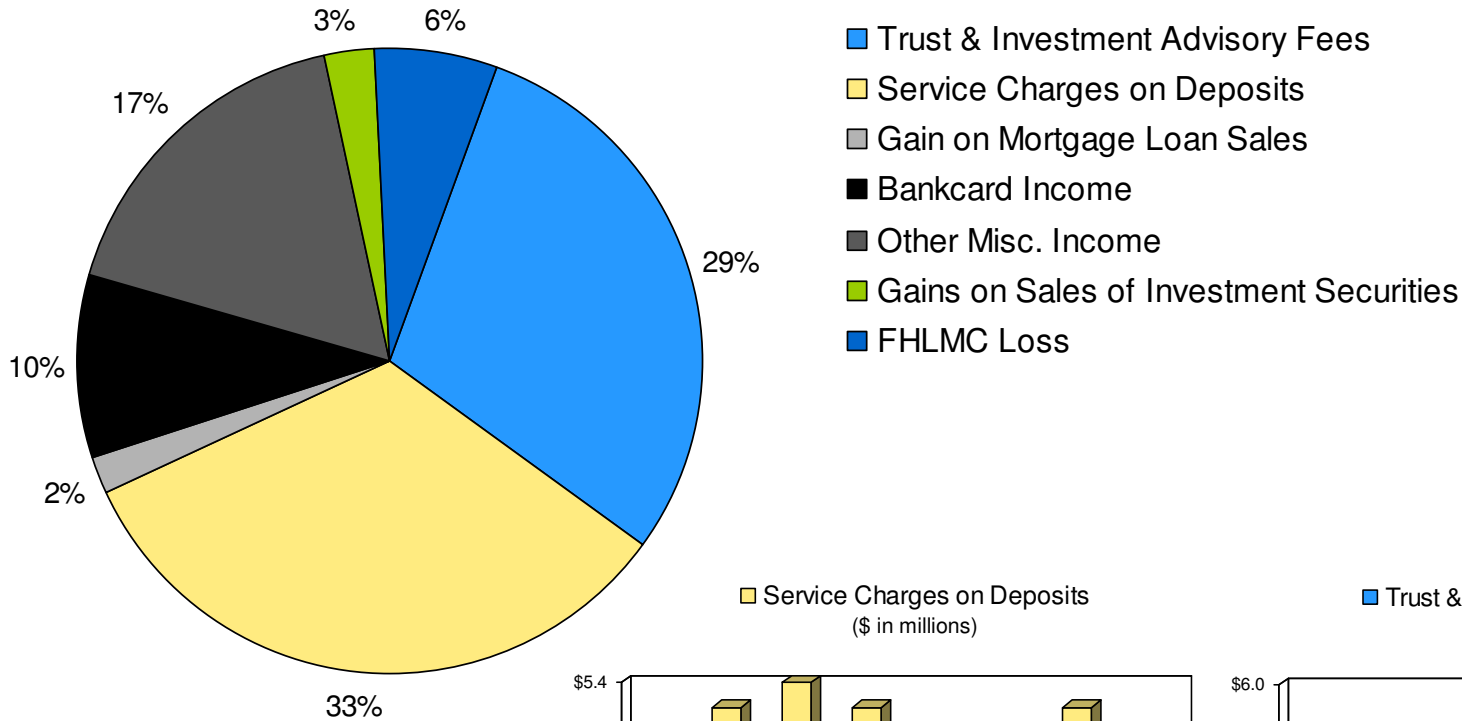


End of Period Deposit Portfolio Composition

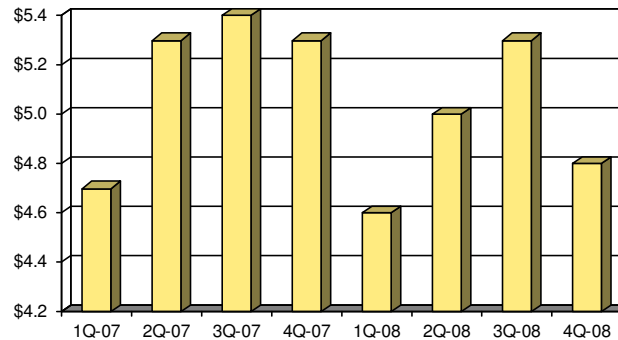


* Not included in yield calculation

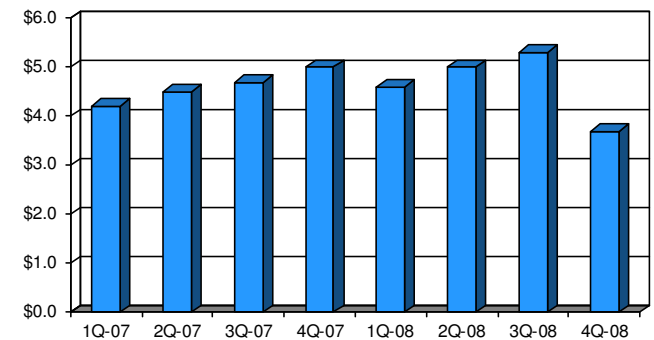
Noninterest Income



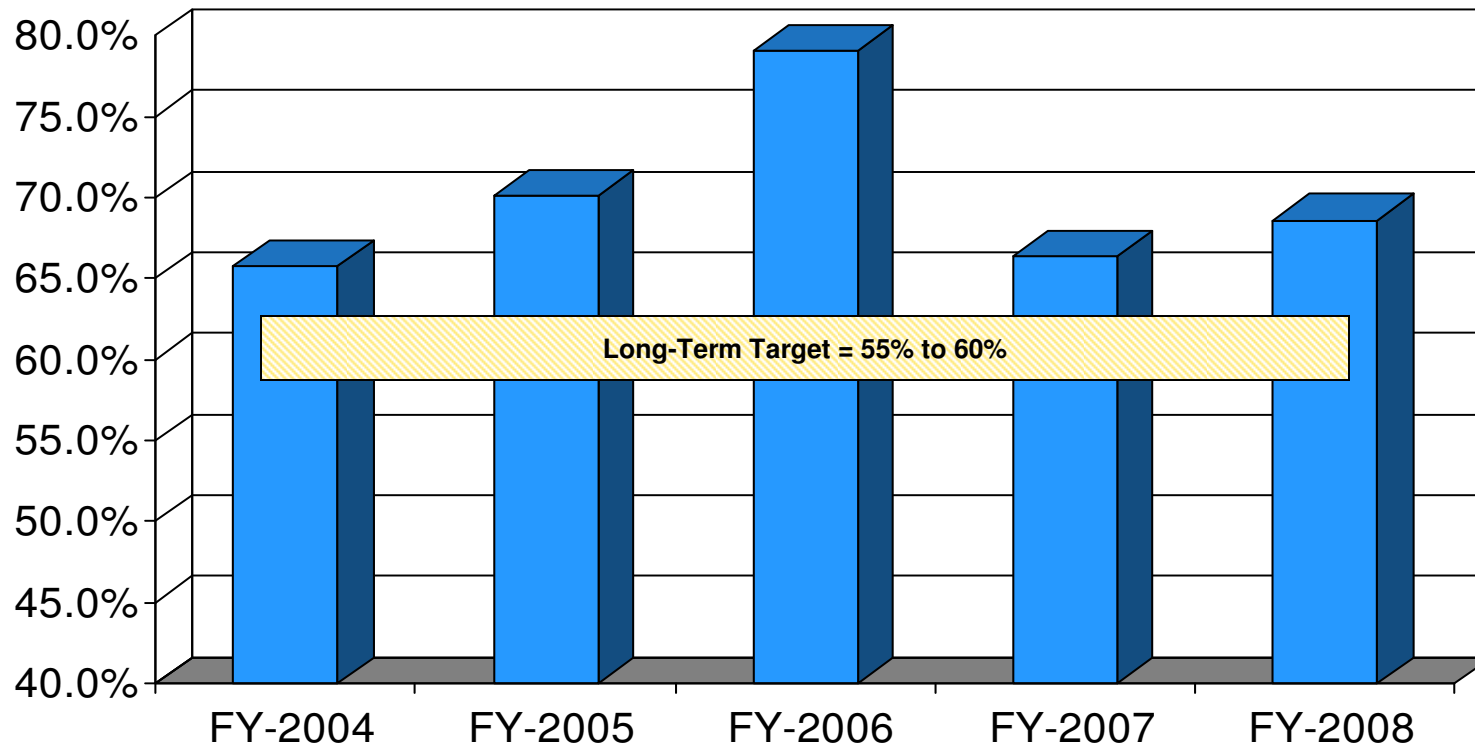
Service Charges on Deposits
(\$ in millions)



Trust & Investment Advisory Fees
(\$ in millions)



Efficiency Ratio



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Another step on the path to success

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