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Investor Presentation

Second Quarter 2011

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NASDAQ
GLOBAL SELECT

Forward Looking Statement Disclosure

Certain statements contained in this presentation which 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 SEC, in press releases, 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'', "likely", "expected", ''intends'', and other similar expressions are intended to identify forward-looking statements but are not the exclusive means of identifying such statements. Management's analysis contains forward-looking statements that are provided to assist in the understanding of anticipated future financial performance. However, such performance involves risks and uncertainties that may cause actual results to differ materially. 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 we conduct operations may continue to deteriorate resulting in, among other things, a further deterioration in credit quality or a reduced demand for credit, including the resultant effect on our loan portfolio, allowance for loan and lease losses and overall financial performance;
- the effects of the potential delay or failure of the U.S. federal government to pay its debts as they become due or make payments in the ordinary course;
- the ability of financial institutions to access sources of liquidity at a reasonable cost;
- the impact of recent upheaval in the financial markets and the effectiveness of domestic and international governmental actions taken in response, such as the U.S. Treasury's TARP and the FDIC's Temporary Liquidity Guarantee Program, and the effect of such governmental actions on us, our competitors and counterparties, financial markets generally and availability of credit specifically, and the U.S. and international economies, including potentially higher FDIC premiums arising from increased payments from FDIC insurance funds as a result of depository institution failures;
- the effect of and changes in policies and laws or regulatory agencies (notably the recently enacted Dodd-Frank Wall Street Reform and Consumer Protection Act);
- inflation and possible changes in interest rates;
- our ability to keep up with technological changes;
- our ability to comply with the terms of loss sharing agreements with the FDIC;
- mergers and acquisitions, including costs or difficulties related to the integration of acquired companies and the wind-down of non-strategic operations that may be greater than expected, such as the risks and uncertainties associated with the Irwin Mortgage Corporation bankruptcy proceedings;
- the risk that exploring merger and acquisition opportunities may detract from management's time and ability to successfully manage our company;
- expected cost savings in connection with the consolidation of recent acquisitions may not be fully realized or realized within the expected time frames, and deposit attrition, customer loss and revenue loss following completed acquisitions may be greater than expected;
- our 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 SEC;
- adverse changes in the securities and debt markets;
- our success in recruiting and retaining the necessary personnel to support business growth and expansion and maintain sufficient expertise to support increasingly complex products and services;
- monetary and fiscal policies of the Board of Governors of the Federal Reserve System (Federal Reserve) and the U.S. government and other governmental initiatives affecting the financial services industry;
- our ability to manage loan delinquency and charge-off rates and changes in estimation of the adequacy of the allowance for loan losses; and
- the costs and effects of litigation and of unexpected or adverse outcomes in such litigation.

In addition, please refer to our Annual Report on Form 10-K for the year ended December 31, 2010, as well as our other filings with the SEC, for a more detailed discussion of these risks and uncertainties and other factors. Such forward-looking statements are meaningful only on the date when 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 a statement is made to reflect the occurrence of unanticipated events.

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Business & Strategy Review

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Franchise Highlights

- Strong operating fundamentals and prudent management have resulted in solid performance and profitability throughout the recessionary period
  - Second quarter 2011 ROAA of 1.03% and ROAE of 9.05%
  - 83 consecutive quarters of profitability
- Capital levels remain among industry leaders and provide ability to take advantage of strategic opportunities in core strategic markets
  - Tangible common equity of 11.11%; total capital ratio of 21.43%
- Recently announced dividend payout of 100% of quarterly earnings for the foreseeable future
  - Will remain in place until capital utilization opportunities arise that exceed capital generation rates
- Strong performance generated with low risk balance sheet
  - 30.8% of loans covered by FDIC loss share agreements
  - 100% risk-weighted assets comprise less than 50% of balance sheet
- Credit metrics have remained strong throughout most of the economic downturn
  - Nonperforming assets / total assets of 1.50% and nonperforming loans / total loans of 2.65% compare favorably to peer institutions
- Solid market share in strategic operating markets and positioned as the largest community-oriented institution serving many of its markets
  - #4 market share ranking in Cincinnati MSA; strong market share position in many other key communities

Franchise Summary Comparison

- Consistently solid profitability throughout the cycle, especially over the last twelve months
  - LTM ROAA of 1.00% compared to peer median of 0.76%
  - LTM ROAE of 9.06% compared to peer median of 6.70%
  - LTM net interest margin of 4.64% compared to peer median of 3.78%
- Capital levels extremely robust and have continued to grow as a result of strong earnings
  - Tangible common equity of 11.11% compared to peer median of 8.25%
  - Total capital ratio of 21.43% compared to peer median of 15.38%
- Announced dividend payout ratio of 100% for the foreseeable future and current annualized dividend yield of 7.3%
  - Peer median LTM dividend payout ratio of 46%
  - Peer median dividend yield 2.2%
- Low risk balance sheet compared to peers
  - Risk weighted assets / total assets of 56% compared to peer median of 66%
  - Return on risk weighted assets of 1.89% compared to peer median of 1.19%

Peer Group comprised of the component banks within the KBW Regional Bank Index (49 total companies excluding First Financial); peer median financial data as of June 30, 2011. Dividend valuation data as of September 6, 2011.

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Opportunities and Risks

Opportunities to Build Shareholder Value	Risks to be Managed
▪ Efficient and prudent use of capital in future periods – Support organic growth in core strategic markets – Dividend policy – Acquisitions that meet internal criteria – Share repurchase plans ▪ Return to “normalized” loan loss provision levels as credit quality and economy improve ▪ Planned initiatives to improve efficiency and reduce operating expenses	▪ Regulatory and financial services reform – Higher costs of compliance – Pressure on consumer fee revenue – Regulatory capital requirements ▪ Attrition of non-strategic elements related to 2009 acquisitions and replacement of revenue stream ▪ Increased competition; both currently for credit-worthy lending clients and prospectively as survivors emerge and look to pursue growth opportunities

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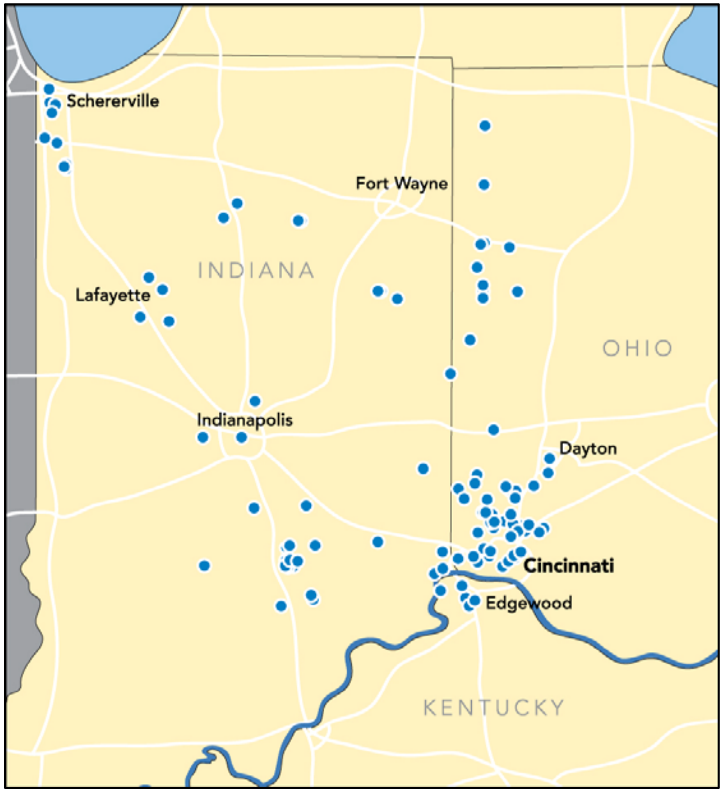
Variable Dividend / 100% Payout Ratio

- Introducing a 100% dividend payout ratio comprised of two components:
  - Recurring dividend based on stated payout of between 40% - 60% of quarterly earnings; currently $0.12 per share
  - Variable dividend based on the remainder of quarterly earnings; $0.15 per share based on second quarter 2011 earnings
- Represents a 125% increase over the most recent dividend we paid to shareholders
- Stated capital thresholds include a tangible equity ratio of 7%, tier 1 leverage ratio of 8% and total capital ratio of 13%; current capital levels are well in excess of these thresholds and can support significant growth
  - Strong earnings continue to generate capital to support further growth – we are returning this incremental growth capacity to shareholders with the variable dividend
- Variable dividend is intended to provide an enhanced return to our shareholders and avoid adding to our capital position until capital deployment opportunities arise, such as acquisitions or organic growth, that move the Company towards its capital thresholds.
- Difficult to foresee how long the Company will maintain the variable dividend due to the unpredictability of certain capital utilization opportunities, such as acquisitions
  - Board of directors will evaluate the variable dividend on a quarterly basis but expects to approve a 100% payout ratio for the foreseeable future

Focused Business Strategy

- Client intimate strategy focused on long-term, profitable relationships with clients
- Strong sales culture that is aggressive in attracting business with the appropriate risk and return
- Lines of business
  - Commercial
  - Retail
  - Wealth Management
  - Franchise Finance
- Target clients
  - Individuals and small / mid-size businesses located within the regional markets we serve
- Ohio, Indiana and Kentucky
  - 102 locations primarily focused on metro and near-metro markets
- Primary focus and value creation is through organic growth in key regional markets
- Key initiatives for additional revenue growth
  - Mortgage
  - Small business banking

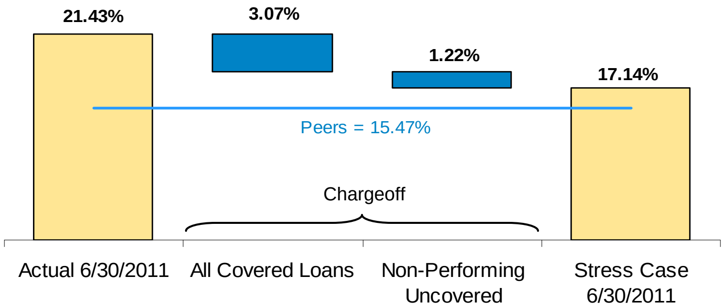


Low Risk Balance Sheet

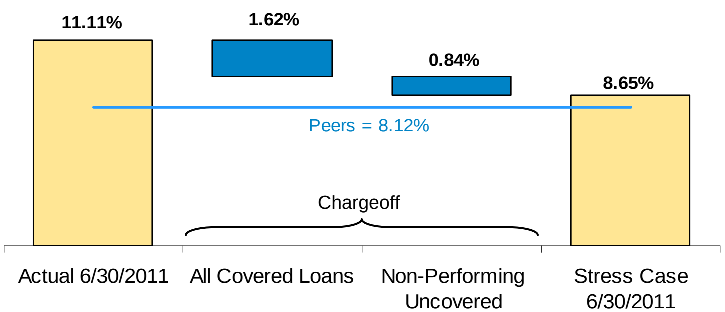
Stress Case

- Illustrates the strength of our balance sheet assuming a full charge-off of all acquired loans under FDIC loss share agreements and a full charge-off of all uncovered non-performing loans.
- Nonperforming Assets = $90 million
- Covered Loans = $1.2 billion

Risk Based Capital Ratio



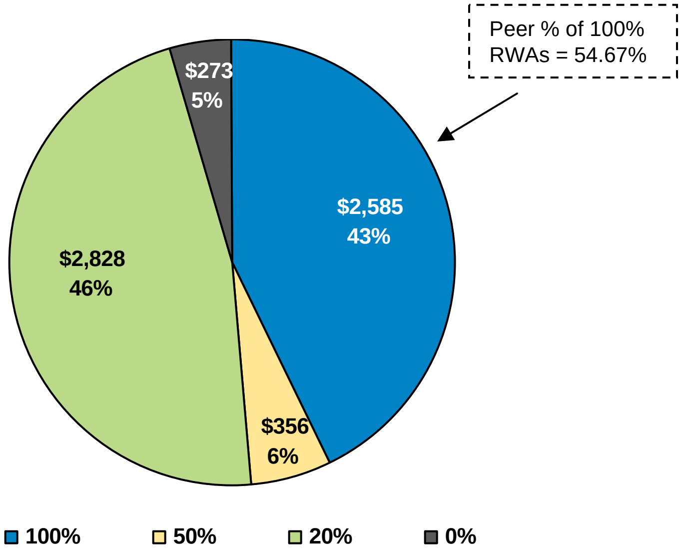
Tangible Common Equity to Tangible Assets



Total Assets by Risk Weighting %

As of June 30, 2011

(Dollars in millions)



- Return on Risk Weighted Assets = 1.89% (Peer Median[(1)] = 1.19%)
- Risk Weighted Assets / Total Assets = 55.98% (Peer Median[(1)] = 65.84%)

(1) Peer Group comprised of the component banks within the KBW Regional Bank Index (49 total companies excluding First Financial); based on peer median financial data as of June 30, 2011

Selective Acquisitions

- Supplements organic growth strategy through expansion in strategic markets
- Transactions met all internal criteria for acquisitions
- Loss sharing arrangements provide significant protection on acquired loans
- Developed scalable covered asset and loss share management team comprised of credit, legal, accounting and finance

Loan Portfolio
June 30, 2009

- **$145 mm select performing commercial and consumer loans**

Peoples (FDIC)
July 31, 2009

- **19 banking centers**
- **$521mm deposits**
- **$331mm in loss share covered loans[1]**
- **No first loss position**

Banking Centers
August 28, 2009

- **3 banking centers in Indiana**
- **$85mm deposits**
- **$41mm in select performing commercial and consumer loans**

Irwin (FDIC)
September 18, 2009

- **27 banking centers**
- **$2.5B deposits**
- **$1.8B in loss share covered loans[1]**
- **No first loss position**

Liberty Banking Centers
Ann. June 3, 2011

- **16 banking centers**
- **$346mm deposits**
- **$147mm in select in-market performing loans**

Flagstar Banking Centers
Ann. August 6, 2011

- **22 banking centers**
- **$328mm retail deposits**
- **$198mm government deposits**

[1] Estimated fair market value of loans

We will continue to evaluate opportunities but never lose sight of the core franchise

Core philosophy and strategy remain unchanged

Liberty Savings Bank Branch Acquisition Transaction Highlights

Strategic Rationale

- Significantly enhances presence in key market of Dayton, OH
- Provides immediate scale and profitability compared to building similar branch network
- Composition and cost of funds similar to existing First Financial deposit base
- Strong growth potential under First Financial brand
- Positions First Financial as the largest community bank operating in Dayton MSA

Low Operational Risk

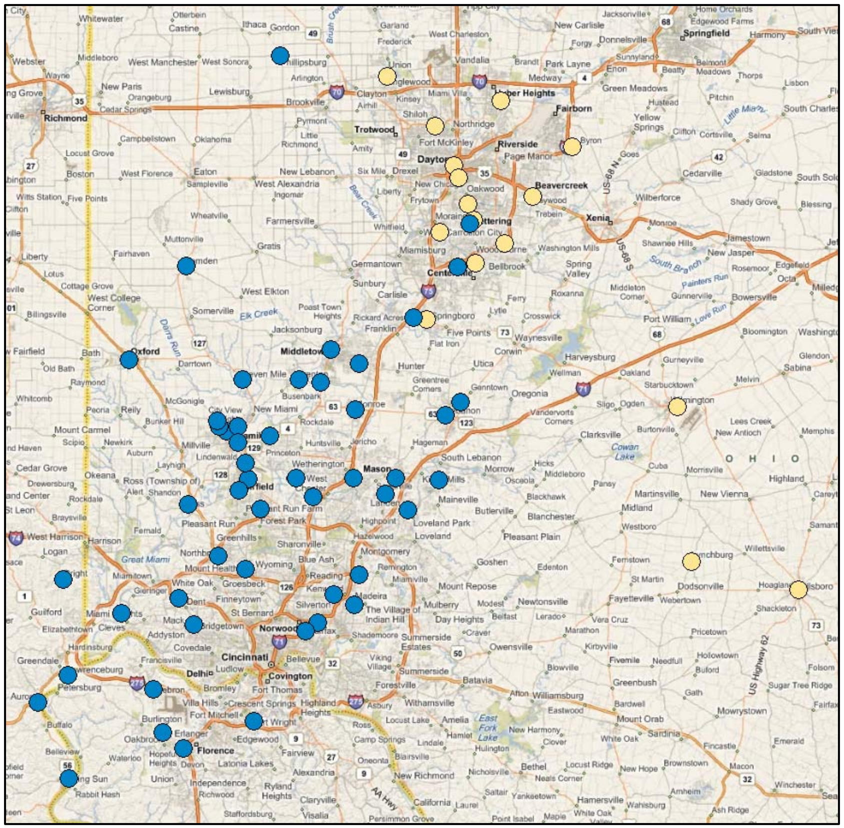
- Strong knowledge of market
- Purchasing only in-market performing loans; selected subsequent to file review
- Similar customer-focused retail banking culture
- Size of acquired operations and prior acquisition experience minimizes integration risk

Financially Compelling

- Expected to be accretive to EPS in 2012; marginally dilutive in 2011 due to integration costs
- Internal rate of return exceeds minimum benchmark
- Recapture tangible book dilution within approximately three-and-a-half years
- Pro forma capital ratios remain strong and still provide ability to take advantage of future strategic opportunities

Liberty Savings Bank Branch Acquisition Branch Map and Deposit Market Share

Southwestern Ohio



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Pro Forma Deposit Market Share
Dayton, OH MSA
FDIC Deposit Data as of June 30, 2010 - Holding Company Level

2010 Rank	Name	City, State	Number of Branches	Total Deposits ($000s)	Market Share (%)
1	Fifth Third Bancorp	Cincinnati, OH	47	$ 2,581,685	24.9
2	JPMorgan Chase & Co.	New York, NY	33	1,652,250	16.0
3	PNC Financial Services Group Inc.	Pittsburgh, PA	33	1,619,281	15.6
4	KeyCorp	Cleveland, OH	20	1,032,922	10.0
5	U.S. Bancorp	Minneapolis, MN	30	668,919	6.5
6	Huntington Bancshares Inc.	Columbus, OH	12	587,890	5.7
7	**Pro Forma First Financial Bancorp**	**Cincinnati, OH**	**16**	**429,846**	**4.2**
7	U.S. Bancorp	Cincinnati, OH	5	413,541	4.0
8	**Liberty Capital Inc.**	**Wilmington, OH**	**12**	**294,930**	**2.9**
9	Park National Corp.	Newark, OH	9	234,510	2.3
10	Colonial Banc Corp.	Eaton, OH	5	166,405	1.6
11	**First Financial Bancorp.**	**Cincinnati, OH**	**4**	**134,916**	**1.3**
	Other institutions		51	969,549	9.4
	Market total		261	$ 10,356,798	100.0

Source: SNL Financial LC

Data excludes Liberty's Vandalia branch which was closed with deposits transferred to another in-market location

- Scarcity value – no true community bank of size headquartered in the Dayton market that provides the immediate scale of this transaction
- Acquisition provides a solid platform for accelerated growth in the commercial, retail and wealth management business lines

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Flagstar Bank Branch Acquisition Transaction Highlights

Strategic Rationale	▪ Significantly enhances presence in key market of Indianapolis, IN ▪ Demographically desirable branch locations within the Indianapolis MSA ▪ High scarcity value – very few acquisition targets available in the Indianapolis MSA with similar scale and attractive branch footprint ▪ Provides service capabilities in other markets within existing footprint ▪ Provides immediate scale and earlier profitability compared to building similar branch network ▪ Strong growth potential under First Financial brand ▪ Positions First Financial as one of the largest community banks operating in Indianapolis MSA
Low Operational Risk	▪ Strong knowledge of market ▪ Similar customer-focused retail banking culture ▪ Size of acquired operations and prior acquisition experience minimizes integration risk
Financially Compelling	▪ Expected to be accretive to EPS in 2013; modestly dilutive in 2012 due to integration costs and initial concentration of interest-earning assets in investments relative to deposit costs ▪ Internal rate of return exceeds minimum benchmark ▪ Pro forma capital ratios remain strong and still provide ability to either take advantage of future strategic opportunities and/or maintain recently announced increase in dividend

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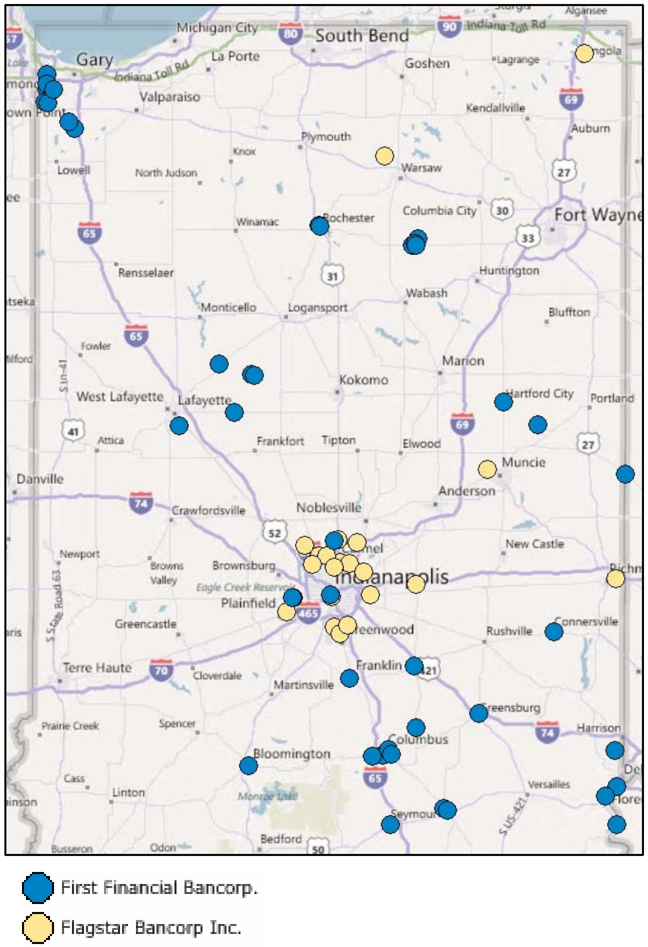
Flagstar Bank Branch Acquisition Branch Map and Deposit Market Share

Indiana



Pro Forma Deposit Market Share
Indianapolis, IN MSA
FDIC Deposit Data as of June 30, 2010 - Holding Company Level

2010 Rank	Name	City, State	Number of Branches	Total Deposits ($000s)	Market Share (%)
1	JPMorgan Chase & Co.	New York, NY	83	$ 7,597,853	25.3
2	PNC Financial Services Group Inc.	Pittsburgh, PA	72	6,336,123	21.1
3	Fifth Third Bancorp	Cincinnati, OH	48	2,776,731	9.2
4	BMO Financial Group	Toronto, Ontario	42	2,286,489	7.6
5	Huntington Bancshares Inc.	Columbus, OH	46	1,901,981	6.3
6	KeyCorp	Cleveland, OH	32	1,385,824	4.6
7	Regions Financial Corp.	Birmingham, AL	29	1,157,505	3.9
8	National Bank of Indianapolis Corp.	Indianapolis, IN	12	1,070,461	3.6
9	Old National Bancorp	Evansville, IN	53	807,793	2.7
10	First Merchants Corp.	Muncie, IN	17	591,250	2.0
11	**Pro Forma First Financial Bancorp**	**Cincinnati, OH**	**23**	**522,352**	**1.7**
14	**Flagstar Bancorp Inc.**	**Troy, MI**	**18**	**271,793**	**0.9**
15	**First Financial Bancorp.**	**Cincinnati, OH**	**5**	**250,559**	**0.8**
	Other institutions		**140**	**3,604,265**	**12.0**
	Market total		**597**	**$ 30,038,627**	**100.0**

Source: SNL Financial LC
Note: Flagstar Indiana deposits do not include deposits held by Indiana-based public entities

- Very few community banks remaining in the Indianapolis market with the scale and branch network provided by the Flagstar branches
- Acquisition provides a solid platform for accelerated growth in the commercial, retail and wealth management business lines
- Transaction subject to regulatory approval

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Financial Review

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Second Quarter 2011 Financial Highlights

- Quarterly net income of $16.0 million, or $0.27 per diluted common share
- Continued strong profitability
  - Return on average assets of 1.03%
  - Return on risk-weighted assets of 1.89%
  - Return on average shareholders' equity of 9.05%
- Net income available to common shareholders for the six months ended June 30, 2011 increased 20.6% compared to the first half 2010
- Adjusted pre-tax, pre-provision income increased $3.8 million, or 13.9%, compared to first quarter 2011
- Quarterly net interest margin remains strong at 4.61%
  - Driven by yield on acquired loans, securities purchases and continued decline in cost of deposits
- Average core deposits continued to grow as average strategic transaction and savings accounts increased $169.8 million during the quarter
  - 22.0% growth in average MMDA and savings accounts compared to second quarter 2010
- Continued improvement in credit metrics
  - Total nonperforming loans declined $6.6 million, or 8.1%, compared to linked quarter

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Pre-Tax, Pre-Provision Income

	For the three months ended				
	June 30, 2011	March 31, 2011	December 31, 2010	September 30, 2010	June 30, 2010
Pre-tax, pre-provision income [1]	$ 32,845	$ 29,768	$ 34,844	$ 33,631	$ 37,216
Accelerated discount on acquired loans related to:					
Loan sales	39	3,085	-	362	-
Prepayments	4,717	2,698	6,113	9,086	7,408
Total accelerated discount	4,756	5,783	6,113	9,448	7,408
Plus: loss on covered OREO [2]	2,621	3,112	-	-	-
Less: gain on sales of non-mortgage loans [3]	429	-	-	2,034	-
Plus: acceleration of deferred swap fees associated with trust preferred redemption	590	-	-	-	-
Plus: FHLB prepayment penalty	-	-	-	8,029	-
Pre-tax, pre-provision income, net of accelerated discount, loss on covered OREO and other significant nonrecurring items	$ 30,871	$ 27,097	$ 28,731	$ 30,178	$ 29,808

[1] Represents income before taxes plus provision for all loans less FDIC loss sharing income

[2] Reimbursements related to losses on covered OREO are included in FDIC loss sharing income, which is excluded from the pre-tax, pre-provision income above

[3] Represents gain on sale of loans originated by franchise finance business

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Capitalization

- Primary component of capital is common equity; continues to grow as a result of earnings power
- Tangible book value per share has increased over 75% since January 1, 2009.
- Strong capitalization levels remain among industry leaders and provides ability to take advantage of strategic opportunities
- Dividend policy for the foreseeable future will be to payout 100% of quarterly earnings

	As of			Peer Group Medians	
	June 30, 2011	March 31, 2011	June 30, 2010	KBW Regional Bank Index [1]	FRB BHC Peer Group [2]
Leverage Ratio	11.01%	11.08%	9.99%	9.92%	9.84%
Tier 1 Capital Ratio	20.15%	20.49%	18.15%	13.72%	14.20%
Total Risk-Based Capital Ratio	21.43%	21.77%	19.42%	15.38%	16.01%
Ending tangible shareholders' equity to ending tangible assets	11.11%	10.40%	9.55%	9.24%	8.98%
Ending tangible common shareholders' equity to ending tangible assets	11.11%	10.40%	9.55%	8.25%	8.45%

[1] Peer group comprised of the component banks within the KBW Regional Bank Index (49 total companies excluding First Financial); based on peer median financial data as of June 30, 2011

[2] Peer group comprised of approximately 90 BHCs with total assets of $3 - $10 billion consistent with the peer group included in the BHC Performance Report for First Financial per the Federal Reserve Board; based on peer median financial data as of June 30, 2011

Source: Peer Group median data obtained from SNL Financial

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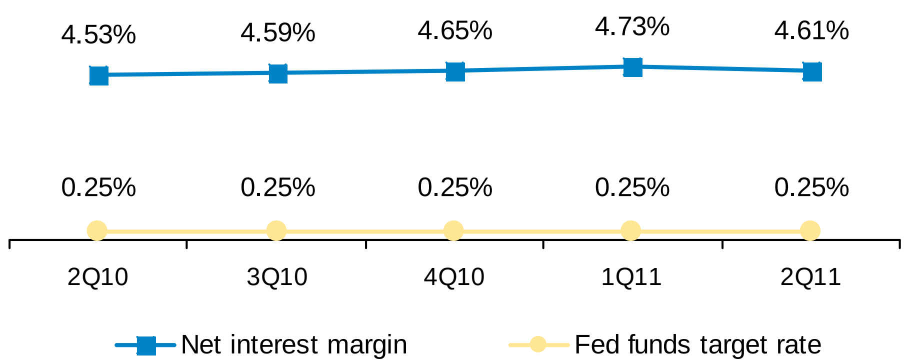
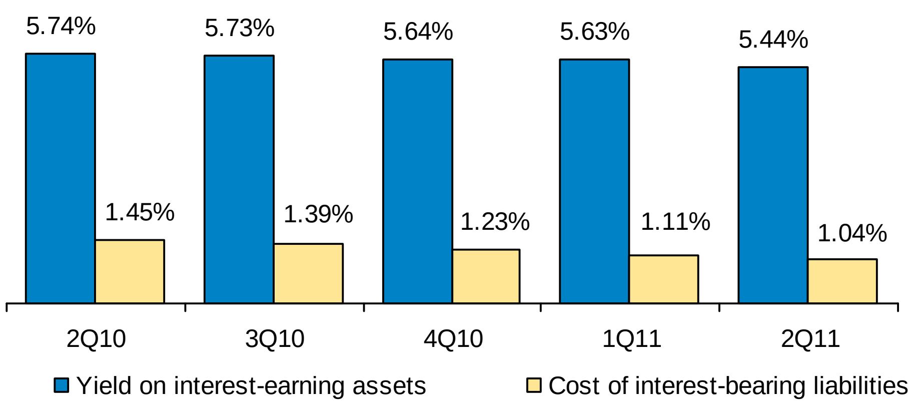
Net Interest Margin Summary

- Net interest margin continues to be positively impacted by the improved deposit mix towards core transaction and savings accounts
- Available liquidity was used during the quarter to purchase over $249 million of agency MBS
- Yield on acquired loans was 10.78% during the second quarter 2011, continuing to enhance net interest margin
- Strong core deposit base and liquidity provide less reliance on wholesale borrowings and allows for aggressive pricing strategies

Net Interest Margin



Earning Asset Yield and Liability Cost



Credit Quality Review

- 30.8% of total loans covered under FDIC loss share agreement
- Total classified assets have declined 8.5% to $184.8 million since second quarter 2010
- Economic conditions in the Company's markets are still challenging; real estate loan collateral and OREO valuations will continue to impact restructurings and resolutions

	Credit Quality Trends [1]							
	Quarter					Year		
	2Q11	1Q11	4Q10	3Q10	2Q10	2010	2009	2008
Net charge-offs / average loans & leases	0.83%	0.61%	1.39%	0.97%	0.71%	1.27%	1.16%	0.47%
Nonperforming loans / loans	2.65%	2.90%	2.84%	2.88%	2.84%	2.84%	2.69%	0.68%
Nonperforming assets / total assets	1.50%	1.51%	1.57%	1.59%	1.46%	1.57%	1.23%	0.60%
Allow. for loan & lease losses / total loans	1.92%	1.93%	2.03%	2.07%	2.07%	2.03%	2.05%	1.34%
Allow. for loan & lease losses / nonperforming loans	72.5%	66.6%	71.6%	72.0%	72.8%	71.6%	76.3%	197.3%

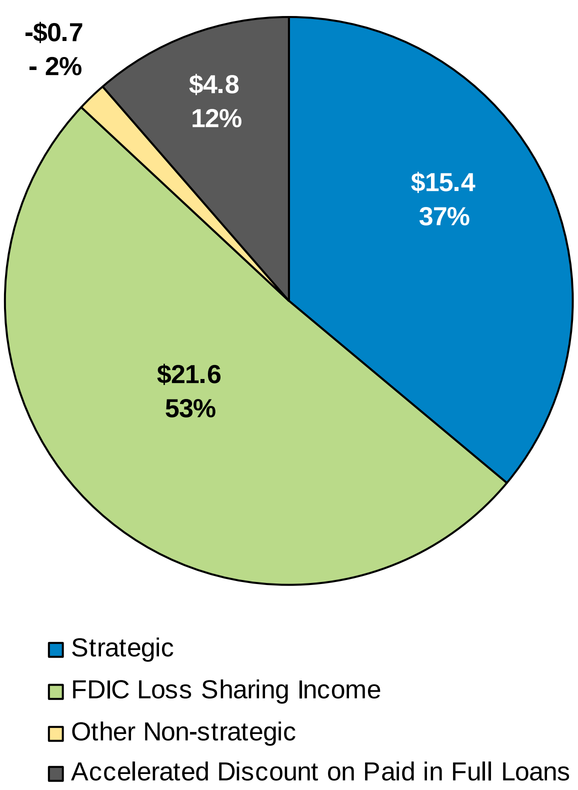
[1] Excludes assets covered by FDIC loss share agreements

Noninterest Income and Expense

Components of Noninterest Income

For the Three Months Ended June 30, 2011

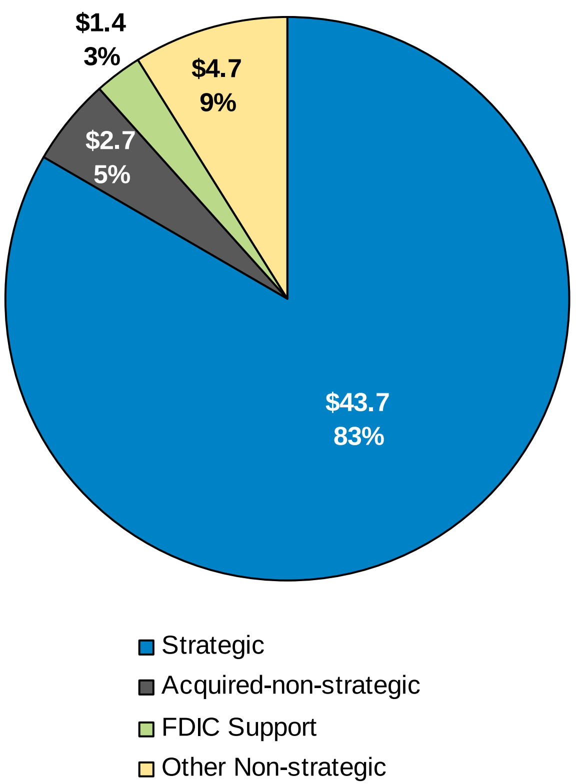
(Dollars in millions)



Components of Noninterest Expense

For the Three Months Ended June 30, 2011

(Dollars in millions)



Deposit and Loan Composition

Total Deposits = $5.0 billion

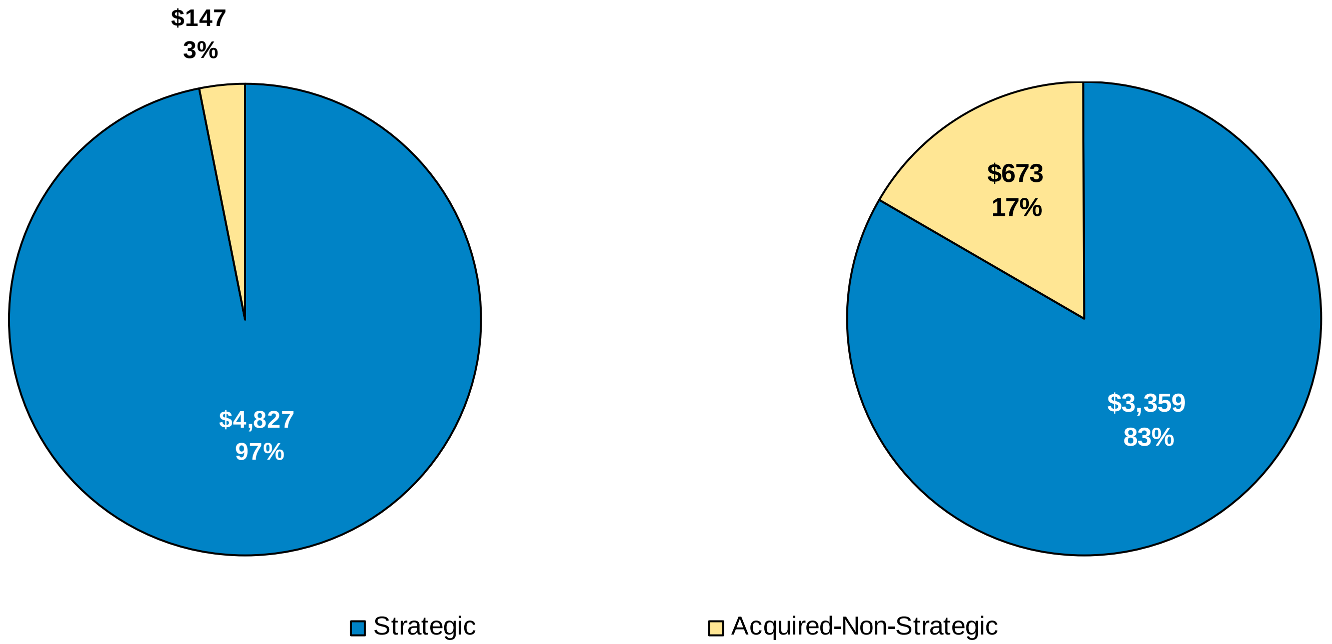
As of June 30, 2011

(Dollars in millions)

Gross Loans = $4.0 billion

As of June 30, 2011

(Dollars in millions)



- Western market (acquired-non-strategic) exit is essentially complete; acquired-non-strategic deposits consist primarily of Michigan and Louisville market deposits and brokered CDs.

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Acquisition-Related Items

Second Quarter 2011 Loan Valuation

- The majority of the loans acquired as part of the FDIC-assisted transactions are accounted for under ASC Topic 310-30 which requires the Company to periodically update its forecast of expected cash flows from these loans.
- As a result of cumulative valuation procedures performed during the second quarter 2011, net impairment is now being observed in the majority of its loan pools.
- As of June 30, 2011, the allowance for loan and lease losses attributed to valuation of acquired loans was $51.0 million, an increase of $19.5 million from the first quarter 2011. Expected payments from the FDIC, in the form of FDIC loss sharing income, offset approximately 80% of the recorded impairment and charge-offs.
- Acquired loans continue to maintain yields significantly higher than the Company's legacy loan portfolio.

		Second Quarter 2011 Valuation Results						
Dollars in thousands	Balance as of June 30, 2011	Current Period Impairment	Prior Period Impairment Recapture	Net Current Period Impairment	Improvement	Projected Wtd. Avg. Rate	Life-to-Date Avg. Rate	Day 1 Projected Rate
Total loans	$ 1,149,284	$ 23,160	$ (3,671)	$ 19,489	$ 777	11.00% [1]		
Allowance for loan and lease losses	(51,044)	-	-	-	-	0.51%		
Total net loans	$ 1,098,240	$ 23,160	$ (3,671)	$ 19,489 [3]	$ 777	11.51% [2]	10.39%	9.10%
FDIC indemnification asset	$ 193,113	NA	NA	NA	NA	(3.74%)	3.39%	6.50%
				Weighted average yield		9.23%	9.45%	8.75%

[1] The actual yield realized may be different than the projected yield due to activity that occurs after the periodic valuation.
[2] Accretion rates are applied to the net carrying value of the loan which includes the allowance for loan and lease losses.
[3] Acquired loan provision expense of $23.9 million was comprised of net charge-offs during the period of $4.4 million and net impairment of $19.5 million.

Components of Credit Losses Covered Assets

Dollars in thousands	For the three months ended June 30, 2011	Description
Net incremental impairment for period	$19,489	Reduction in expected cash flows related to certain loan pools net of prior period impairment relief / recapture
Net charge-offs	4,406	Represents actual, unexpected net charge-offs of acquired loans during the period [1]
Provision for loan and lease losses - acquired	23,895	
Loss on sale - covered OREO	2,621	
Total gross credit losses	$26,516	
FDIC loss share income (Noninterest income)	$21,643	Represents receivable due from FDIC on estimated credit losses; calculated as approximately 80% of provision for loan and lease losses related to covered loans
	$4,873	Difference between these two amounts represents actual credit costs for the period

[1] Expected losses are considered in the recorded investment value

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Comparison of Financial Impact

The tables below present a comparison of the impact on diluted earnings per share under various scenarios

Extreme Cases

- If all acquired loans were to prepay immediately, diluted EPS would benefit by **$1.48** per share as of the second quarter 2011
- The absolute worst case scenario – a 100% loss on all acquired loans – would negatively impact diluted EPS by **$0.55** per share as of the second quarter 2011

Best Estimate

If only ASC Topic 310-30 loans were to pay as expected, the benefit to after-tax revenue per diluted share would be **$4.50**, earned over the *remaining* life of the portfolio. Current *weighted average* life is approximately 4 years.

Extreme Scenarios - All Acquired Loans

Recognition of Noninterest Income
Assumes All Acquired Loans Prepay Immediately

Dollars in millions	As of 6/30/11	As of 3/31/11
Unamortized discount	$257	$280
FDIC indemnification asset [1]	(174)	(172)
Allowance for loan losses - acquired	51	32
Discount net of indemnification asset and allowance	$134	$140
Impact of immediate recognition of unamortized discount on after-tax diluted earnings per share [2]	**$1.48**	**$1.55**

Estimated Maximum Credit Loss Exposure
Assumes 100% Loss on Total UPB

Dollars in millions	As of 6/30/11	As of 3/31/11
FFBC share of stated loss threshold	$123	$127
FFBC share of max. additional losses	61	64
Maximum possible credit loss	184	190
FDIC indemnification asset [1]	174	172
Unamortized discount	(257)	(280)
Allowance for loan losses - acquired	(51)	(32)
Adjusted max. possible credit loss	$50	$51
Impact of immediate recognition of additional credit losses on after-tax diluted earnings per share [2]	**($0.55)**	**($0.56)**

Payment as Expected

Recognition of Interest Income
Assumes Loans Amortize Over Expected Life

Dollars in millions	As of 6/30/11	As of 3/31/11
Total expected cash flows	$1,569	$1,691
Recorded investment	1,149	1,232
Total accretable difference	420	459
FDIC indemnification asset [3]	(13)	(10)
Total net accretable difference	$407	$448
Impact of accretable difference on after-tax revenue per diluted share over the expected life of the loans [2]	**$4.50**	**$4.96**

[1] Represents the amount presented on the balance sheet less claims submitted to the FDIC but not yet received and FDIC indemnification on related to OREO

[2] Based on second quarter 2011 average diluted common shares outstanding of 58,734,662 and first quarter 2011 average diluted common shares outstanding of 58,709,037; tax rate of 35% applied

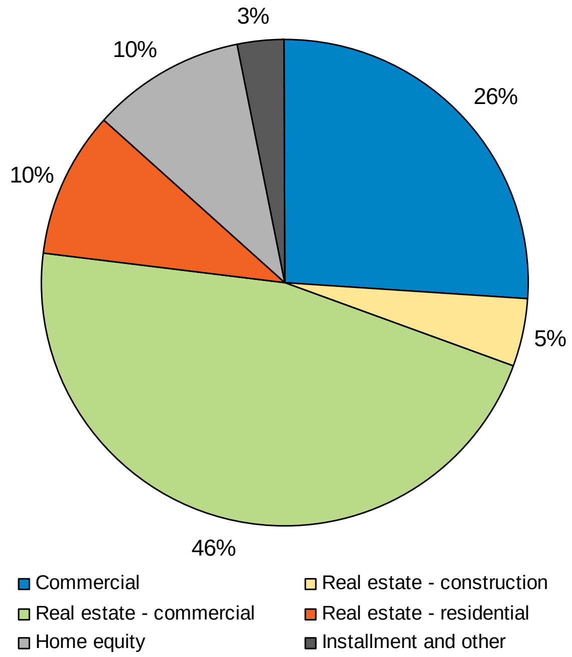
[3] Projected amortization of FDIC indemnification asset over average expected life of portfolio

Appendix

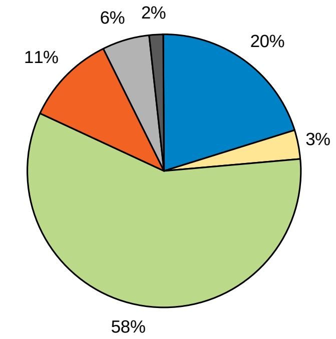
Loan Composition

- Strategic portfolio: no significant industry concentrations; geography distributed throughout footprint
- In-house lending limit of $15 million – significantly below legal limit
- Uncovered loan balances were essentially unchanged relative to the prior quarter; however, commercial and CRE originations and renewals increased 62% compared to first quarter volumes and the pipeline is encouraging

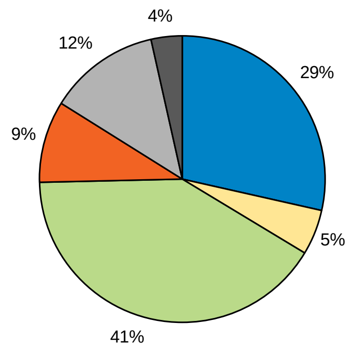
Total Loan Portfolio – June 30, 2011
$4.0 billion



Covered Loans - $1.2 billion



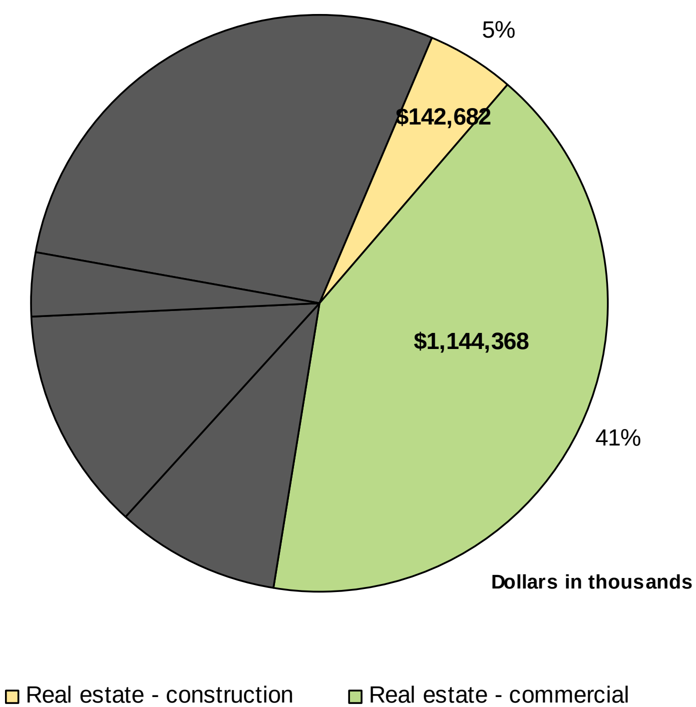
Uncovered Loans - $2.8 billion

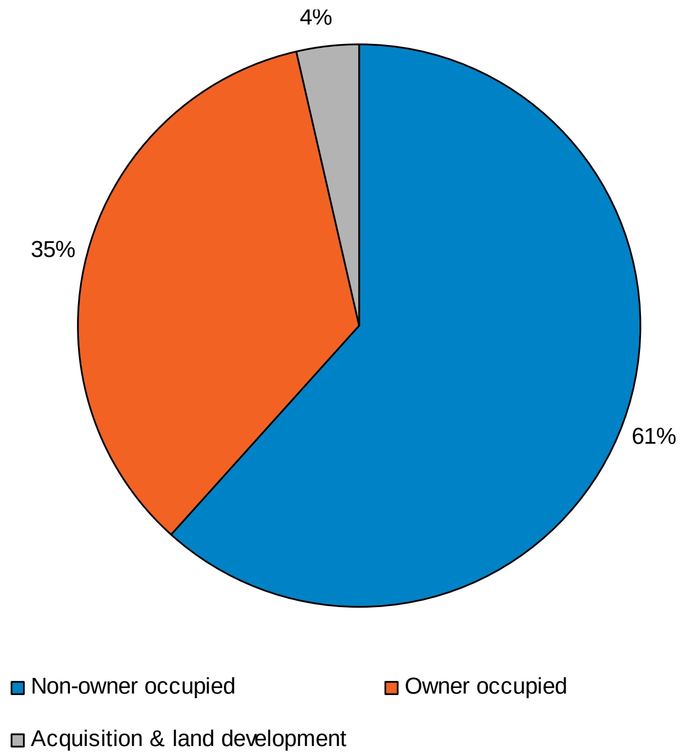


Uncovered Loans – RE Collateral

- Construction and acquisition and land development loans represent small portion of overall portfolio
- Commercial real estate and constructions loans located primarily in Ohio and Indiana markets

Total Uncovered Loan Portfolio [1] – June 30, 2011
$2.8 Billion





[1] Excludes loans covered by FDIC loss sharing agreements

Covered Loan Activity

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(Dollars in thousands)	March 31, 2011	Sales	Prepayments / Renewals	Contractual Activity [1]	Net Charge-Offs [2]	Loans With Coverage Rem.	June 30, 2011
	Covered Loan Activity - Second Quarter 2011						
		Reduction in Balance Due to:					
Commercial	$ 294,300	$ 6,928	$ 27,874	$ 7,360	$ 385	$ -	$ 251,753
Real estate - construction	44,789	-	2,437	(445)	1,986	-	40,811
Real estate - commercial	762,188	-	23,389	9,999	696	1,219	726,885
Real estate - residential	140,256	-	4,707	1,197	221	-	134,131
Installment	18,008	-	2,169	344	298	-	15,197
Home equity	70,429	-	3,371	(2,426)	820	-	68,664
Other covered loans	6,045	-	-	756	-	-	5,289
Total covered loans	$ 1,336,015	$ 6,928	$ 63,947	$ 16,785	$ 4,406	$ 1,219	$ 1,242,730

[1] Includes partial paydowns, accretion of the valuation discount and advances on revolving loans
[2] Indemnified at 80% from the FDIC

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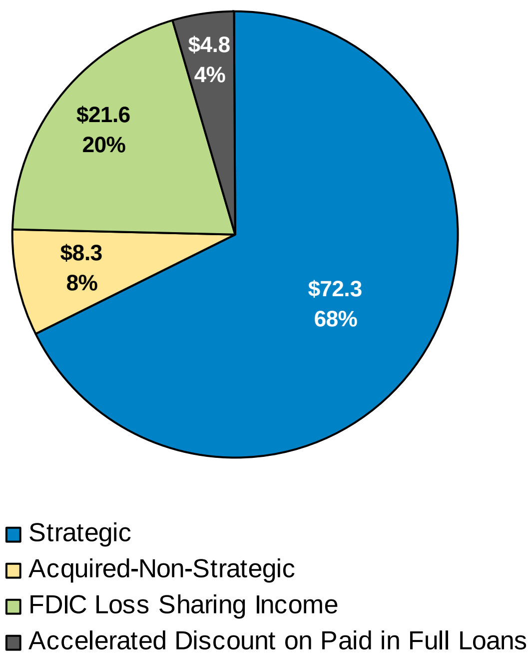
Revenue by Source

- **Strategic** – Elements of the business that either existed prior to the acquisitions or were acquired with the intent to retain and grow. On a reported basis, approximately 68% of total revenue is derived from strategic businesses. Not including the FDIC loss sharing income, strategic operations represents 85% of total revenue.
- **Acquired-Non-Strategic –** Elements of the business that the Company intends to exit but will continue to support to obtain maximum economic value. No growth or replacement is expected. Revenue will decrease over time as loans and deposits will not be renewed when they mature.
- **FDIC Loss Sharing Income –** In accordance with guidance provided by the SEC, amounts recoverable from the FDIC related to credit losses on covered loans under loss sharing agreements are required to be recorded as noninterest income
- **Accelerated Discount on Loan Prepayments and Dispositions** – The acceleration of the unrealized valuation discount. Noninterest income results from the prepayment or sale of covered loans. This item will be ongoing but diminishing as covered loan balances decline over time.

Total Revenue: $107.0 million

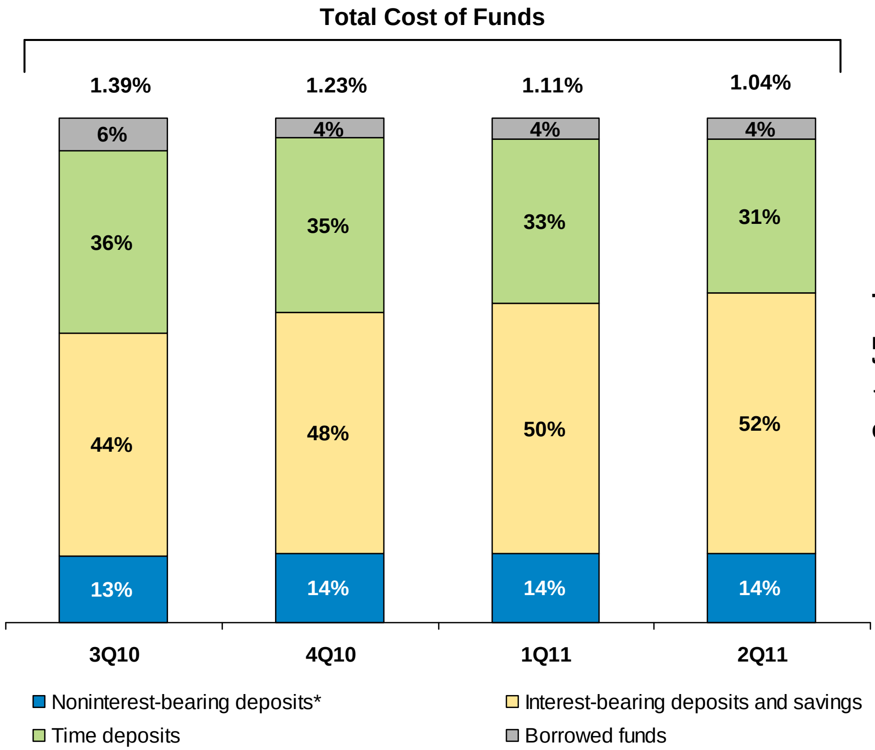
For the Three Months Ended June 30, 2011

(Dollars in millions)

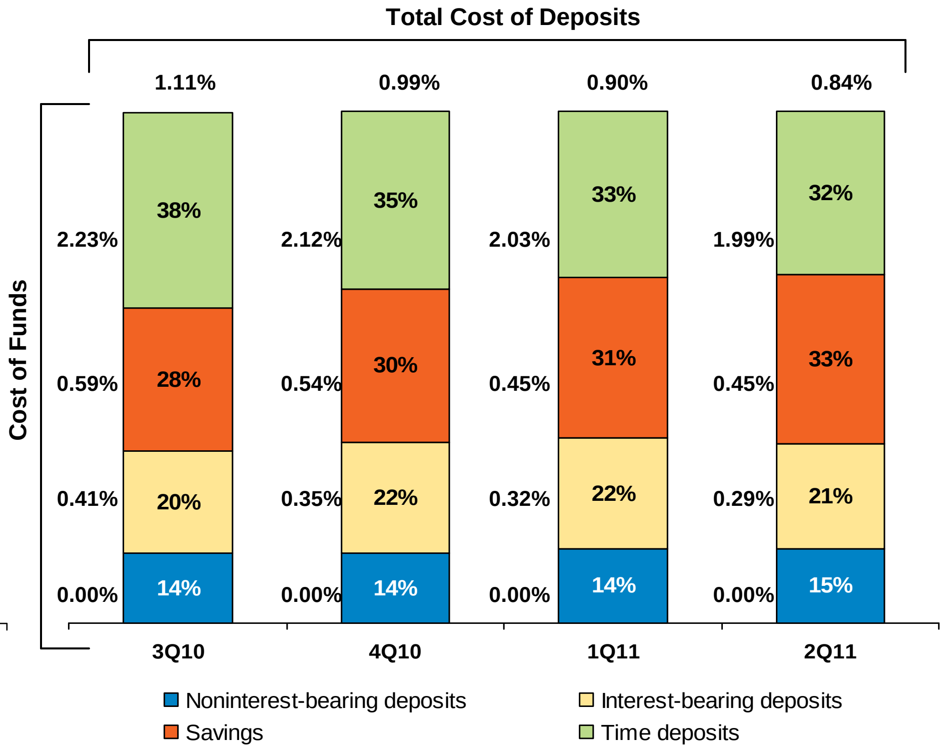


Funding Structure and Cost of Funds

Average Interest Bearing Liability Balances



End of Period Deposit Composition



* Not included in cost of funds calculation

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Deposit Activity

(Dollars in thousands)	Balance as of March 31, 2011	Strategic Portfolio	Acquired-Non-Strategic Portfolio	Balance as of June 30, 2011
	Deposit Activity - Second Quarter 2011			
Transaction and savings accounts	$ 3,514,956	$ (77,249)	$ (44,900)	$ 3,392,807
Time deposits	1,590,008	(50,846)	(12,431)	1,526,731
Brokered deposits	112,286	(1,788)	(55,626)	54,872
Total deposits	$ 5,217,250	$ (129,883)	$ (112,957)	$ 4,974,410

- Average strategic transaction and savings accounts increased over $169.8 million, or 5.0%, compared to the first quarter 2011
- Average money market and savings account balances increased $295.6 million, or 22.0%, compared to second quarter 2010
- Deposit mix significantly improved compared to second quarter 2010, resulting in a 32 bp decrease in the cost of deposit funding over the past year

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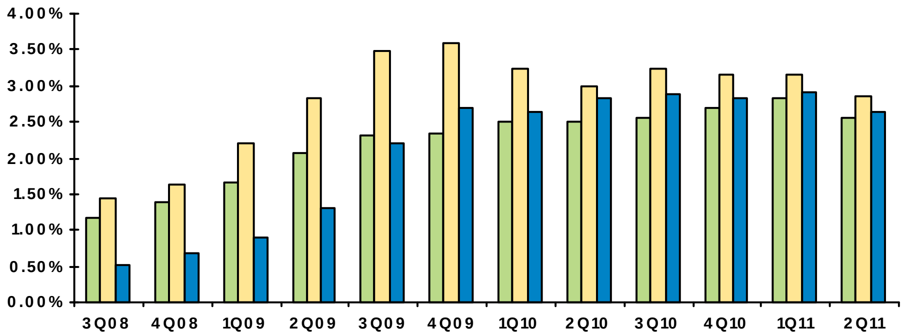
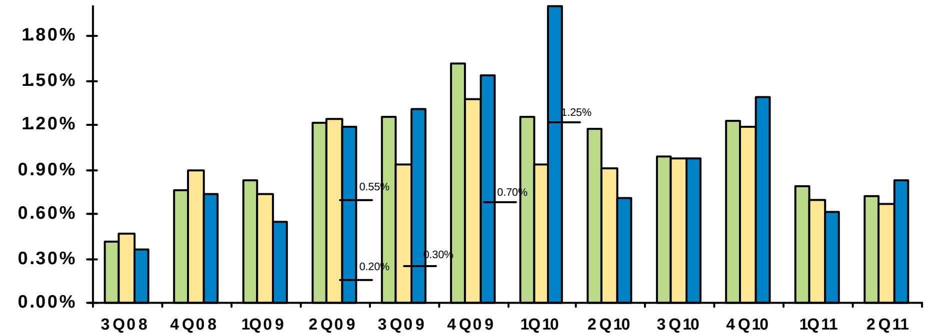
Credit Quality Comparison [1]

NPLs / Loans

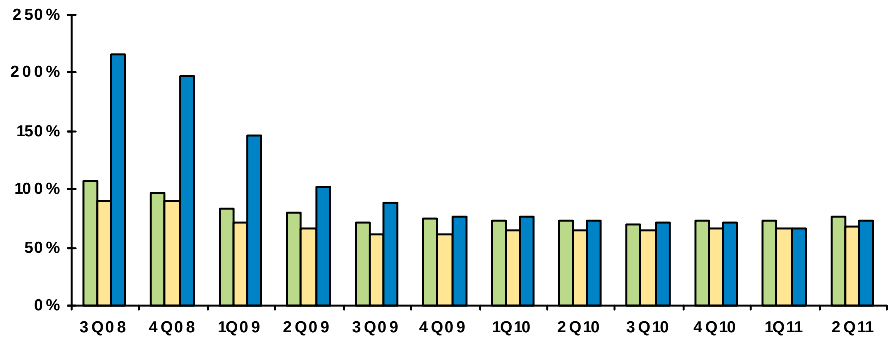


NCOs / Average Loans & Leases

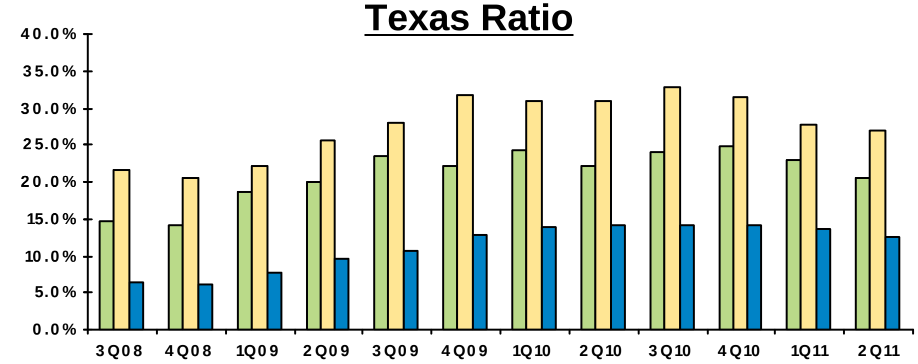


2Q09 includes higher charge-offs related to one commercial real estate construction relationship (20 basis points) and two separate and unrelated floor plan relationships (55 basis points); Q309 includes a charge-off related to the sale of the entire shared national credit portfolio (30 basis points); 4Q09 includes two unrelated commercial real estate construction relationships (70 basis points); 1Q10 includes alleged fraudulent activity by one borrower (125 basis points)

Reserves / NPLs



Texas Ratio



Texas ratio defined as total nonperforming assets plus accruing loans 90+ past due divided by the sum of tangible equity and loan loss reserves

- Peer group comprised of the component banks within the KBW Regional Bank Index (49 total excluding First Financial)
- Peer group comprised of approximately 90 BHCs with total assets of $3 - $10 billion consistent with the peer group included in the BHC Performance Report for First Financial per the Federal Reserve Board
- First Financial Bancorp

[1] Excludes loans covered by FDIC loss sharing agreements

Source: Peer Group median data obtained from SNL Financial

Investment Portfolio

(Dollars in thousands)	Book Value	Percent of Total	Book Yield	Cost Basis	Market Value	Gain/ (Loss)
	As of June 30, 2011					
Agencies	$ 5,176	0.4%	5.49	100.00	102.97	$ 149
CMOs (agency)	645,062	53.4%	2.02	101.23	101.94	4,460
CMOs (private)	37	0.0%	0.91	100.00	100.21	-
MBSs (agency)	461,001	38.1%	3.48	102.29	105.52	14,077
	1,111,276	91.9%	2.64	101.67	103.40	18,686
Municipal	15,206	1.3%	7.21	99.46	101.72	344
Other [1]	82,125	6.8%	3.50	102.89	103.44	440
	97,331	8.1%	4.08	102.35	103.16	784
Total investment portfolio	$ 1,208,607	100.0%	2.76	101.72	103.38	$ 19,470

Net Unrealized Gain/(Loss)	$ 19,470
Aggregate Gains	20,299
Aggregate Losses	(829)
Net Unrealized Gain/(Loss) % of Book Value	1.61%

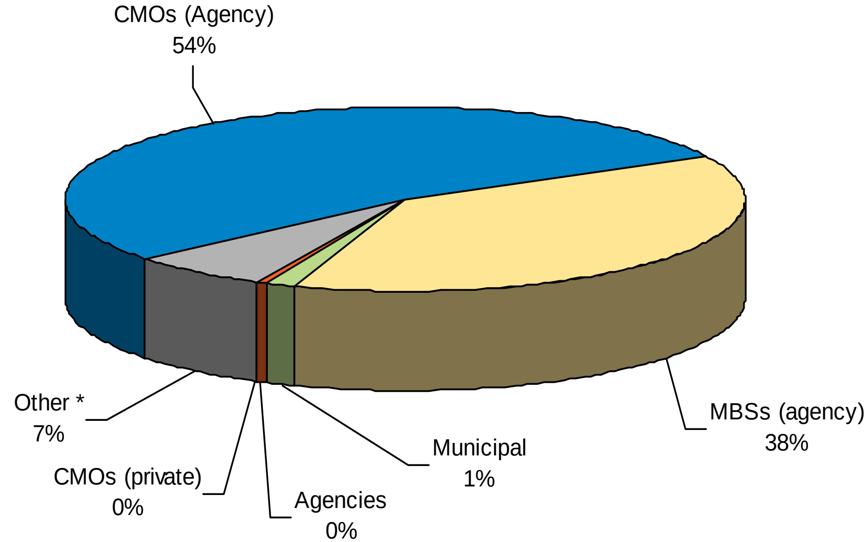
[1] Other includes $71.5 million of regulatory stock

- Investment portfolio represents 20.0% of total assets
- During the second quarter 2011, the Company purchased $249.8 million of agency mortgage backed securities
- Since the end of the third quarter 2010, the duration of the portfolio has increased from 1.0 years to 1.8 years as of June 30, 2011
- The portfolio is managed to provide a predictable revenue stream across a variety of interest rate scenarios and market conditions while balancing the Company’s overall asset / liability management objectives

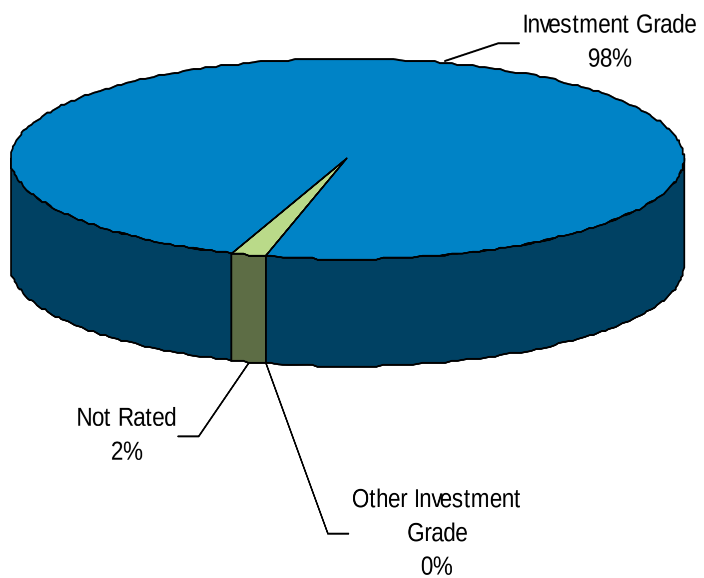
Investment Portfolio Composition

As of June 30, 2011

Sector Allocation



Credit Quality



* Other consists primarily of regulatory stock

Investment Grade = A rated securities
Other Investment Grade = B rated securities
Not Rated includes an immaterial amount of securities with a non-investment grade rating

Summary of Acquisition-Related Items

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(Dollars in thousands)	For the Three Months Ended June 30, 2011	March 31, 2011	June 30, 2010
Income effect:			
Accelerated discount on covered loans [1,2]	$ 4,756	$ 5,783	$ 7,408
Acquired-non-strategic net interest income	8,821	8,902	10,207
FDIC loss sharing income	21,643	23,435	15,170
Service charges on deposit accounts related to acquired-non-strategic operations	108	152	130
Other (loss) inc. related to acquired-non-strategic ops.	(593)	(704)	346
Income related to the accelerated discount on loan covered loans and acquired-non-strategic ops.	34,735	37,568	33,261
Expense effect:			
Provision for loan and lease losses - covered	23,895	26,016	18,962
Acquired-non-strategic operating expenses: [3]			
Salaries and employee benefits	499	1,497	29
Occupancy	64	2,153	542
Other	2,110	261	699
Total acquired-non-strategic operating expenses	2,673	3,911	1,270
FDIC loss share support [3]	1,369	783	938
Loss share and covered asset expense [3]	3,376	3,171	-

Continued

(Dollars in thousands)	For the Three Months Ended June 30, 2011	March 31, 2011	June 30, 2010
Acquisition-related costs: [3]			
Integration-related costs	76	46	720
Professional services fees	-	55	1,436
Other	-	15	24
Total acquisition-related costs	76	116	2,180
Transition-related items: [3]			
Salaries and benefits	81	166	1,843
Occupancy	-	-	(522)
Other	80	30	-
Total transition-related items	161	196	1,321
Total expense effect	31,550	34,193	24,671
Total estimated effect on pre-tax earnings	$ 3,185	$ 3,375	$ 8,590

[1] Included in noninterest income
[2] Net of the corresponding valuation adjustment on the FDIC indemnification asset
[3] Included in noninterest expense

Effect on Noninterest Items

Noninterest Income

(Dollars in thousands)	For the Three Months Ended June 30, 2011	March 31, 2011	June 30, 2010
Total noninterest income	$ 41,118	$ 43,658	$ 40,467
Significant components of noninterest income			
Items likely to recur:			
Accelerated discount on covered loans [1]	4,756	5,783	7,408
FDIC loss sharing income	21,643	23,435	15,170
Other acquired-non-strategic items	(485)	(552)	476
Items expected not to recur:			
FDIC settlement and other items not expected to recur	(152)	125	2,930
Total excluding items noted above	$ 15,356	$ 14,867	$ 14,483

[1] Net of the corresponding valuation adjustment on the FDIC indemnification asset

Noninterest Expense

(Dollars in thousands)	For the Three Months Ended June 30, 2011	March 31, 2011	June 30, 2010
Total noninterest expense	$ 52,497	$ 57,790	$ 55,819
Significant components of noninterest expense			
Items likely to recur:			
Acquired-non-strategic operating expenses	2,673	3,911	1,270
Transition-related items	161	196	1,321
FDIC loss share support	1,369	783	938
Loss share and covered asset expense	3,376	3,171	-
Items expected not to recur:			
Acquisition-related costs	76	116	2,180
Other items not expected to recur	1,140	3,962	2,387
Total excluding items noted above	$ 43,702	$ 45,651	$ 47,723

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