first financial bancorp

Another step on the path to success

# First Financial Bancorp to Announce Fourth Quarter and Full Year 2012 Financial Results on Tuesday, January 29, 2013

Cincinnati, Ohio – January 7, 2013 – First Financial Bancorp (Nasdaq: FFBC) announced today that it expects to release fourth quarter and full year 2012 financial results after the market close on Tuesday, January 29, 2013. A teleconference and webcast to discuss these results will be held on Wednesday, January 30, 2013 at 9:00 a.m. Eastern time.

Teleconference and Webcast Information

| | |
|---|---|
| Date: | Wednesday, January 30, 2013 |
| Time: | 9:00 a.m. Eastern time |
| Teleconference Dial-In:<br>(Passcode not required) | 1-888-317-6016 (U.S. toll free)<br>1-855-669-9657 (Canada toll free)<br>+1 412-317-6016 (International)<br>Please dial in five to ten minutes prior to the start of the call |
| Teleconference Replay:<br>(Conf. number: 10023463) | 1-877-344-7529 (U.S. toll free)<br>+1 412-317-0088 (International)<br>The teleconference replay will be available one hour after the live call has ended. |
| Webcast: | www.bankatfirst.com/investor |
| Archived Webcast: | The webcast will be available one hour after the live call has ended and will be archived at the Company's website for 12 months. |

**About First Financial Bancorp**

First Financial Bancorp is a Cincinnati, Ohio based bank holding company. As of September 30, 2012, the Company had $6.2 billion in assets, $3.9 billion in loans, $4.9 billion in deposits and $716 million in shareholders' equity. The Company's subsidiary, First Financial Bank, N.A., founded in 1863, provides banking and financial services products through its three lines of business: commercial, retail and wealth management. The commercial and retail units provide traditional banking services to business and consumer clients. First Financial Wealth Management provides wealth planning, portfolio management, trust and estate, brokerage and retirement plan services and had approximately $2.4 billion in assets under management as of September 30, 2012. The Company's strategic operating markets are located in Ohio, Indiana and Kentucky where it operates 124 banking centers. Additional information about the Company, including its products, services and banking locations is available at www.bankatfirst.com.

**Contact Information**

Investors/Analysts
Kenneth Lovik
Vice President, Investor Relations and Corporate Development
(513) 979-5837
kenneth.lovik@bankatfirst.com

Media
Jenny Keighley
Assistant Vice President, Media Relations Manager
(513) 979-5852
jennifer.keighley@bankatfirst.com