

The logo for First Financial Bank, featuring the word "FIRST" in a bold, black, sans-serif font on a yellow rectangular background.

first financial bank



## FOR IMMEDIATE RELEASE

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## First Financial Launches Facebook Campaign Benefiting Habitat for Humanity

*First Financial will donate \$1 for every new "like" on the bank's Facebook page*

**Cincinnati, OH – December 3, 2012** – First Financial Bank is partnering with Habitat for Humanity this holiday season to help bring hope and new homes to local communities. Starting December 3 through January 3, First Financial bank will donate \$1 to Habitat for Humanity for every new "like" on the bank's Facebook page.

"At First Financial, we're committed to giving back to the communities we serve and this Facebook campaign is a fun way for the entire community to get involved. Together, we can help give the gift of home ownership this holiday season," said Jill Wyman, executive vice president and co-chief retail banking officer.

Now through January 3, local residents are encouraged to visit and "like" the bank's Facebook page, [www.facebook.com/firstfinancialbank](http://www.facebook.com/firstfinancialbank). At the end of the campaign, the bank will tally the number of new page "likes" to determine the total dollar amount to be donated to Habitat for Humanity. The donation will benefit three local Habitat chapters in Cincinnati, Dayton and Indianapolis.

"If we can encourage individuals to use social media for social good and to increase community engagement, we all stand to gain," said Dawn Stutz, vice president of operations, Habitat for Humanity of Greater Cincinnati. "Our vision at Habitat for Humanity is a world where everyone has a decent place to live. We also envision how, when put to good use, technology can make this world a truly better place. We are grateful that First Financial is initiating this Facebook campaign during the holiday season to support Habitat and we hope others will be moved to "like" them as much as we do!"

First Financial Bank's approach to community development focuses on three areas of giving, including neighborhood development, economic development and financial education. For more information about First Financial, visit [www.facebook.com/firstfinancialbank](http://www.facebook.com/firstfinancialbank) or [www.bankatfirst.com](http://www.bankatfirst.com)

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### **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 122 banking centers. Additional information about the Company, including its products, services and banking locations is available at [www.bankatfirst.com](http://www.bankatfirst.com).