FIRST FINANCIAL BANCORP /OH/ Form 8-K August 04, 2010 SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

#### FORM 8-K

# CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): August 3, 2010

#### FIRST FINANCIAL BANCORP.

(Exact name of registrant as specified in its charter)

Ohio 0-12379 31-1042001
(State or other jurisdiction (Commission File (IRS Employer of incorporation) Number) Identification No.)

201 East Fourth Street, Suite 1900
Cincinnati, Ohio 45202
(Address of principal executive offices)

Registrant's telephone number, including area code: (513) 979-5837

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- " Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- " Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Form 8-K First Financial Bancorp.

Item 2.02 Results of Operations and Financial Condition.

On August 3, 2010, First Financial Bancorp. issued its earnings press release that included the results of operations and financial condition for the second quarter of 2010. A copy of the earnings press release is attached as Exhibit 99.1.

The earnings press release includes some non-GAAP financial measures. The first non-GAAP financial measure, Net interest margin (fully tax equivalent), appears in the table entitled "Consolidated Financial Highlights" under the section "Key Financial Ratios." It also appears in the two tables entitled "Consolidated Quarterly Statements of Income", as well as the "Consolidated Statements of Income" under "Additional Data". The second non-GAAP measure appears in the tables entitled "Additional Data" at the bottom of the two "Consolidated Quarterly Statements of Income" pages and the "Consolidated Statements of Income" page. The tax equivalent adjustment to net interest income recognizes the income tax savings when comparing taxable and tax-exempt assets and assumes a 35% tax rate. Management believes that it is a standard practice in the banking industry to present net interest margin and net interest income on a fully tax equivalent basis. Therefore, management believes these measures provide useful information to investors by allowing them to make peer comparisons. Management also uses these measures to make peer comparisons.

Below is a table showing "net interest income" calculated and presented in accordance with GAAP and the adjustments made to arrive at the non-GAAP financial measure "net interest income – tax equivalent." The table also shows "net interest margin" calculated and presented in accordance with GAAP and the method used to arrive at the non-GAAP financial measure "net interest margin (fully tax equivalent)."

	Three Months Ended							Six Months Ended						
	June 30,		Mar. 31,		Dec. 31,		Sep. 30,		J	June 30,		June 3		
		2010		2010		2009		2009		2009		2010		2009
						(Dol	lars	s in thousan	ds)					
Net interest														
income	\$	67,738	\$	72,020	\$	73,182	\$	40,664	\$	31,209	\$	139,758	\$	62,137
Tax														
equivalent														
adjustment		212		212		295		300		307		424		670
Net interest income - tax														
equivalent	\$	67,950	\$	72,232	\$	73,477	\$	40,964	\$	31,516	\$	140,182	\$	62,807
Average earning assets	4	5,024,202		5,994,747	é	5,265,232	,	1,137,966		3,483,796		6,009,556	2	3,483,223
assets	(	0,024,202		3,994,747	(	),203,232	_	1,137,900	-	,403,790	,	3,009,330	-	0,403,223
Net interest margin*		4.51%		4.87%		4.63%		3.90%		3.59%		4.69%		3.60%
Net interest margin (fully tax														2,00,1
equivalent)*		4.52%		4.89%		4.65%		3.93%		3.63%		4.70%		3.64%

<sup>\*</sup> Margins are calculated using net interest income annualized divided by average earning assets.

The earnings press release also includes some non-GAAP ratios in the "Consolidated Financial Highlights" page. These ratios are: (1) Return on average tangible common shareholders' equity; (2) Ending tangible common equity as a percent of ending tangible assets; (3) Ending tangible common equity as a percent of risk-weighted assets; (4) Average tangible common equity as a percent of average tangible assets; and (5) Tangible book value per common share. The Ending tangible common equity as a percent of ending tangible assets and Average tangible common equity as a percent of average tangible assets are also shown in the "Regulatory Capital" section of the "Capital Adequacy" page in the earnings release. The following table provides a reconciliation of these ratios to GAAP. The company considers these critical metrics with which to analyze banks. The ratios have been included in the earnings press release to facilitate a better understanding of the company's capital structure and financial condition.

	June 30, Mar. 31, 2010 2010		Mar. 31,	Three Months Ended Dec. 31, Sep. 30, 2009 2009 (Dollars in thousands, except)			June 30, 2009		Six Months E June 30 2010			
Net income available to common shareholders				(D	onars in tho	usai	ниѕ, ехсері р	Del 8	mare data)			
(a)	\$ 17,	774	\$ 9,733	\$	12,795	\$	224,566	\$	450	\$ 27,507	\$	5,607
Average total shareholders' equity	\$ 696,2	260	\$ 704,776	\$	679,840	\$	480,839	\$	379,944	\$ 700,495	\$	365,480
Less:												
Average Preferred stock		0	(47,521)		(78,573)		(78,221)		(78,126)	(23,629)		(78,082)
Goodwill	(51,9		(51,908)		(51,908)		(51,908)		(28,261)	(51,908)		(28,261)
Intangible assets	(6,0	514)	(7,058)		(7,461)		(8,094)		(465)	(6,614)		(465)
Average tangible common equity (b) Add back: Average	637,7	738	598,289		541,898		342,616		273,092	618,344		258,672
preferred stock		0	47,521		78,573		78,221		78,126	23,629		78,082
Average tangible shareholders' equity (c)	637,		645,810		620,471		420,837		351,218	641,973		336,754
Total shareholders' equity	706,	765	692,968		675,167		670,626		446,636	706,765		446,636
Less:												
Preferred stock Goodwill	(51,9	0	0 (51,908)		(79,195) (51,908)		(78,271) (51,908)		(78,173) (28,261)	0 (51,908)		(78,173) (28,261)
Intangible assets		514)	(7,058)		(7,461)		(8,094)		(465)	(6,614)		(465)
Tangible common equity (d) Add back:	648,2	243	634,002		536,603		532,353		339,737	648,243		339,737
Preferred stock		0	0		79,195		78,271		78,173	0		78,173
Tangible shareholders'	648,2	243	634,002		615,798		610,624		417,910	648,243		417,910

equity (a)							
equity (e)							
Total assets	6,607,165	6,572,426	6,681,123	7,257,706	3,783,353	6,607,165	3,783,353
Less:							
Goodwill	(51,908)	(51,908)	(51,908)	(51,908)	(28,261)	(51,908)	(28,261)
Intangible		(= 0.50)		(0.00.1)			
assets	(6,614)	(7,058)	(7,461)	(8,094)	(465)	(6,614)	(465)
Ending							
tangible assets	C 5 40 C 42	6.512.460	( (01 754	7 107 704	2.754.627	6.540.642	2.754.627
(f)	6,548,643	6,513,460	6,621,754	7,197,704	3,754,627	6,548,643	3,754,627
Risk-weighted							
assets (g)	3,646,608	3,732,909	3,908,105	4,015,018	3,076,042	3,646,608	3,076,042
(2)	, ,				, ,		
Total average							
assets	6,644,551	6,671,071	6,863,923	4,508,809	3,784,458	6,657,738	3,781,002
Less:							
Goodwill	(51,908)	(51,908)	(51,908)	(51,908)	(28,261)	(51,908)	(28,261)
Intangible	(6.614)	(7.050)	(7.461)	(0.004)	(465)	(6.614)	(465)
assets	(6,614)	(7,058)	(7,461)	(8,094)	(465)	(6,614)	(465)
Average							
tangible assets (h)	6,586,029	6,612,105	6,804,554	4,448,807	3,755,732	6,599,216	3,752,276
(11)	0,360,029	0,012,103	0,004,334	4,440,007	3,733,732	0,399,210	3,732,270
Ending common shares							
outstanding							
(i)	58,062,655	57,833,969	51,433,821	51,431,422	51,434,346	58,062,655	51,434,346
(1)	20,002,000	27,022,505	31,133,021	01,101,122	21, 12 1,2 10	20,002,022	21,121,210
Ratios							
Return on							
average							
tangible							
common							
shareholders'	11.18%	6.60%	9.37%	260.04%	0.66%	8.97%	4.37%
equity (a)/(b) Ending	11.10%	0.00%	9.31%	200.04%	0.00%	0.91%	4.37%
tangible							
common							
equity as a							
percent of:							
Ending							
tangible assets							
(d)/(f)	9.90%	9.73%	8.10%	7.40%	9.06%	9.90%	9.06%
Risk-weighted							
. (1) // )	17 700	16.98%	13.73%	13.26%	11.04%	17.78%	11.04%
assets (d)/(g)	17.78%						
Average	9.68%	9.05%	7.96%	7.70%	7.27%	9.37%	6.89%
Average tangible				7.70%	7.27%	9.37%	6.89%
Average				7.70%	7.27%	9.37%	6.89%

percent of average tangible assets (b)/(h)							
Tangible book value per							
common							
share (d)/(i) \$	11.16	\$ 10.96	\$ 10.43	\$ 10.35	\$ 6.61 \$	11.16 \$	6.61
Ending tangible shareholders' equity to ending tangible assets							
(e)/(f)	9.90%	% 9.73%	9.30%	8.48%	11.14%	9.90%	11.14%
Average tangible shareholders' equity to average tangible assets							
(c)/(h)	9.68%	% 9.77%	9.12%	9.46%	9.35%	9.73%	8.97%

First Financial Bancorp also provided electronic presentation slides on its web site used in connection with the earnings conference call. A copy of the electronic presentation slides is included in this Report as Exhibit 99.2.

First Financial Bancorp. does not intend for this Item 2.02 or Exhibits 99.1 or 99.2 to be treated as "filed" for purposes of the Securities Exchange Act of 1934, as amended, or incorporated by reference into its filings under the Securities Act of 1933, as amended.

Item 9.01		Exhibits.						
	(d)	Exhibits:						
The following exhibits shall not be deemed to be "filed" for purposes of the Securities Act.								
99.1	First Financial Banc	corp. Press Release dated August 3, 2010 – Furnished.						
99.2	First Financial Banc	corp. August 4, 2010 Earnings Call slides – Furnished.						

#### **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

#### FIRST FINANCIAL BANCORP.

By: /s/ J. Franklin Hall

J. Franklin Hall

Executive Vice President and Chief Financial Officer

Date: August 4, 2010

Form 8-K First Financial Bancorp.

Exhibit Index

Exhibit No. Description

99.1 First Financial Bancorp. Press Release dated August 3, 2010.
 99.2 First Financial Bancorp. August 4, 2010 Earnings Call slides.