FIRST FINANCIAL BANCORP /OH/ Form 8-K November 03, 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): November 2, 2010

FIRST FINANCIAL BANCORP.

(Exact name of registrant as specified in its charter)

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

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

45202 (Zip Code)

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 November 2, 2010, First Financial Bancorp. issued its earnings press release that included the results of operations and financial condition for the third 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									Nine Months Ended					
	Sep. 30, 2010		June 30, 2010			Mar. 31, 2010		Dec. 31, 2009		Sep. 30, 2009		Sep. 3 2010		30, 2009	
						(Dol	lars	ars in thousands)							
Net interest income	\$	67,846	\$	67,738	\$	72,020	\$	73,182	\$	40,664	\$	207,604	\$	102,801	
Tax equivalent		222		212		212		205		200		646		070	
adjustment		222		212		212		295		300		646		970	
Net interest income - tax equivalent	\$	68,068	\$	67,950	\$	72,232	\$	73,477	\$	40,964	\$	208,250	\$	103,771	
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Average earning assets		5,867,311		6,000,760		5,971,305	ϵ	5,241,790		4,134,955		5,946,078		3,702,855	
Net interest margin*		4.59%		4.53%		4.89%		4.65%		3.90%		4.67%		3.71%	
Net interest margin (fully tax		4.600		A 5 A C/		4.010		4 670		2 020		4 600		2.750	
equivalent)*		4.60%		4.54%		4.91%		4.67%		3.93%		4.68%		3.75%	

^{*} 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.

	Ş	Sep. 30,	į	June 30,	hree Months Ended Mar. 31, Dec. 31,					Sep. 30,		Nine Months E Sep. 30,			
		2010 2010			2010 2009 (Dollars in thousands, except p			oer s	2009 per share data)		2010		2009		
Net income available to common shareholders															
(a)	\$	15,579	\$	17,774	\$	9,733	\$	12,795	\$	199,357	\$	43,086	\$	204,964	
Average total shareholders' equity	\$	684,112	\$	671,051	\$	679,567	\$	654,631	\$	477,550	\$	678,260	\$	403,248	
Less:	Ψ	004,112	Ψ	071,031	Ψ	017,501	Ψ	034,031	Ψ	477,550	Ψ	070,200	Ψ	+03,2+0	
Average Preferred															
stock		0		0		(47,521)		(78,573)		(78,221)		(15,666)		(78,129)	
Goodwill Intangible		(51,820)		(51,820)		(51,820)		(51,820)		(51,820)		(51,820)		(51,820)	
assets		(6,049)		(6,614)		(7,058)		(7,461)		(8,094)		(6,049)		(8,094)	
Average tangible common		(1)111		(=, -		(, , , , , ,		(*, * ,		(=,,		(-,,		(1)11	
equity (b)		626,243		612,617		573,168		516,777		339,415		604,725		265,205	
Add back: Average preferred															
stock		0		0		47,521		78,573		78,221		15,666		78,129	
Average tangible shareholders' equity (c)		626,243		612,617		620,689		595,350		417,636		620,391		343,334	
equity (c)		020,213		012,017		020,000		373,330		117,030		020,371		5 15,55 1	
Total shareholders'		600.021		601.556		((7.75)		640.050		645 417		600.021		645 417	
equity Less:		690,931		681,556		667,759		649,958		645,417		690,931		645,417	
Preferred															
stock		0		0		0		(79,195)		(78,271)		0		(78,271)	
Goodwill		(51,820)		(51,820)		(51,820)		(51,820)		(51,820)		(51,820)		(51,820)	
Intangible		(6.040)		(C C1 A)		(5.050)		(7.461)		(0.004)		(6.040)		(0.004)	
assets Tangible common		(6,049)		(6,614)		(7,058)		(7,461)		(8,094)		(6,049)		(8,094)	
equity (d)		633,062		623,122		608,881		511,482		507,232		633,062		507,232	
Add back: Preferred															
stock		0		0		0		79,195		78,271		0		78,271	
		633,062		623,122		608,881		590,677		585,503		633,062		585,503	

Tangible shareholders' equity (e)							
Total assets Less:	6,154,500	6,583,635	6,548,896	6,657,593	7,234,176	6,154,500	7,234,176
Goodwill	(51,820)	(51,820)	(51,820)	(51,820)	(51,820)	(51,820)	(51,820)
Intangible							
assets	(6,049)	(6,614)	(7,058)	(7,461)	(8,094)	(6,049)	(8,094)
Ending tangible assets (f)	6,096,631	6,525,201	6,490,018	6,598,312	7,174,262	6,096,631	7,174,262
Risk-weighted							
assets (g)	3,595,296	3,628,978	3,715,280	3,903,566	4,010,482	3,595,296	4,010,482
Total average assets	6,408,479	6,621,021	6,647,541	6,840,393	4,505,740	6,558,138	4,025,236
Less:	2,100,112	-,,	0,017,012	0,010,010	.,,	2,222,22	.,,
Goodwill	(51,820)	(51,820)	(51,820)	(51,820)	(51,820)	(51,820)	(51,820)
Intangible	(6.0.40)	(C. C. I. I.)	(7 .0.70)	(= 464)	(0.00.4)	(5.0.10)	(0.00.4)
assets	(6,049)	(6,614)	(7,058)	(7,461)	(8,094)	(6,049)	(8,094)
Average tangible assets (h)	6,350,610	6,562,587	6,588,663	6,781,112	4,445,826	6,500,269	3,965,322
Ending common shares outstanding (i)	58,057,934	58,062,655	57,833,969	51,433,821	51,431,422	58,057,934	51,431,422
Ratios Return on average tangible common shareholders'							
equity (a)/(b)	9.87%	11.64%	6.89%	9.82%	233.03%	9.53%	103.33%
Ending tangible common equity as a percent of:							
Ending							
tangible assets (d)/(f)	10.38%	9.55%	9.38%	7.75%	7.07%	10.38%	7.07%
Risk-weighted	10.5070	7.5570	2.30 %	7.7570	7.0770	10.5070	7.0770
assets (d)/(g)	17.61%	17.17%	16.39%	13.10%	12.65%	17.61%	12.65%
Average tangible							

common equity as a percent of average tangible assets							
(b)/(h)	9.86%	9.33%	8.70%	7.62%	7.63%	9.30%	6.69%
Tangible book value per common							
share $(d)/(i)$ \$	10.90 \$	10.73 \$	10.53 \$	9.94 \$	9.86 \$	10.90 \$	9.86
Ending tangible shareholders' equity to ending tangible assets							
(e)/(f)	10.38%	9.55%	9.38%	8.95%	8.16%	10.38%	8.16%
Average tangible shareholders' equity to average tangible assets							
(c)/(h)	9.86%	9.33%	9.42%	8.78%	9.39%	9.54%	8.66%

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 Bancorp. Press Release dated November 2, 2010 Furnished.
- 99.2 First Financial Bancorp. November 3, 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: November 3, 2010

Form 8-K First Financial Bancorp.

Exhibit Index

Exhibit No. Description

First Financial Bancorp. Press Release dated November 2, 2010.
 First Financial Bancorp. November 3, 2010 Earnings Call slides.