FIRST FINANCIAL BANCORP /OH/ Form 8-K October 26, 2011

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): October 26, 2011

FIRST FINANCIAL BANCORP.

(Exact name of registrant as specified in its charter)

Ohio

(State or other jurisdiction (Commission File (IRS Employer of incorporation)

Number)

15002

Cincinnati, Ohio 45202 (Address of principal executive (Zip Code)

offices)

Registrant's telephone number, including area code: (877) 322-9530

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 October 26, 2011, First Financial Bancorp. issued its earnings press release that included the results of operations and financial condition for the first nine months and third quarter of 2011. 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,	p. 30, June 30, Mar. 31, Dec. 31,						Sep. 30	0,	September 30,							
	2011		2011		2011 2010 2010						2011	1					
		(Dollars in thousands)															
Net interest																	
income	\$65,218		\$65,867		\$67,335	\$67,846		\$198,420 \$207,604									
Tax																	
equivalent																	
adjustment	236		240		238		220		222		714		698				
Net interest																	
income - tax																	
equivalent	\$65,454		\$66,107		\$67,573		\$68,126		\$68,068		\$199,13	34	\$208,30	2			
Average																	
earning																	
assets	5,687,036	6	5,733,60)4	5,772,2	224	5,792,0	524	5,867,3	311	5,730,	642	5,946,0)78			
Net interest																	
margin*	4.55	%	4.61	%	4.73	%	4.65	%	4.59	%	4.63	%	4.67	%			
Net interest margin (fully tax																	
equivalent)*	4.57	%	4.62	%	4.75	%	4.67	%	4.60	%	4.65	%	4.68	%			
. /																	

^{*} 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.

	Sep. 30, 2011		June 30, 2011 (Dollars in		mar. 31, 2011 usands, exce		Dec. 31, 2010	1)	Sep. 30, 2010				hs Ended per 30, 2010	
Net income available to common shareholders														
(a)	\$15,618		\$15,973		\$17,207		\$14,300		\$15,579		\$48,798		\$43,086	
Average total shareholders'														
equity Less:	\$725,809		\$707,750		\$695,062		\$697,016		\$684,112		\$709,653		\$678,260	
Average Preferred stock	0		0		0		0		0		0		(15,666)
Goodwill	(68,922)	(51,820)	(51,820)	(51,820)	(51,820)	(68,922)	(51,820)
Intangible assets	(8,436)	(4,847	`	(5,227)	(5,604	`	(6,049)	(8,436	`	(6,049	`
Average tangible common equity (b) Add back:	648,451)	651,083)	638,015)	639,592)	626,243)	632,295)	604,725)
Average preferred stock	0		0		0		0		0		0		15,666	
Average tangible shareholders' equity (c)	648,451		651,083		638,015		639,592		626,243		632,295		620,391	
Total shareholders' equity	727,132		721,762		707,964		697,394		690,931		727,132		690,931	
Less: Preferred stock	0		0		0		0		0		0		0	
Goodwill	(68,922)	(51,820)	(51,820)	(51,820)	(51,820)	(68,922)	(51,820)
Intangible	(0.426	\	(4.0.47	`	(5.007	,	(5.604	,	(6.040	,	(0. 42.6	,	(6.040	\
assets Tangible common	(8,436)	(4,847)	(5,227)	(5,604)	(6,049)	(8,436)	(6,049)
equity (d)	649,774		665,095		650,917		639,970		633,062		649,774		633,062	
Total assets Less:	6,337,729)	6,041,607		6,314,481		6,250,225		6,154,500		6,337,729		6,154,500	
Goodwill	(68,922)	(51,820)	(51,820)	(51,820)	(51,820)	(68,922)	(51,820)

Intangible assets	(8,436)	(4,847)	(5,227)	(5,604)	(6,049)	(8,436)	(6,049)
Ending tangible assets														
(e)	6,260,371		5,984,940		6,257,434		6,192,801		6,096,631		6,260,371		6,096,63	1
Risk-weighted assets (f)	3,518,026		3,384,115		3,375,800		3,687,224		3,595,295		3,518,026)	3,595,29	5
Total average assets Less:	6,136,815		6,219,754		6,266,408		6,270,480		6,408,479		6,207,184	ļ	6,558,13	8
Goodwill	(68,922)	(51,820)	(51,820)	(51,820)	(51,820)	(68,922)	(51,820)
Intangible assets	(8,436)	(4,847)	(5,227)	(5,604)	(6,049)	(8,436)	(6,049)
Average tangible assets (g)	6,059,457		6,163,087		6,209,361		6,213,056		6,350,610		6,129,826	<u>,</u>	6,500,26	19
Ending common shares outstanding (h)	58,256,130	6	58,259,440)	58,286,89	0	58,064,97	7	58,057,93	4	58,256,13	36	58,057,9	934
Ratios														
Return on average tangible common shareholders' equity (a)/(b)	9.56	%	9.84	%	10.94	%	8.87	%	9.87	%	10.32	%	9.53	%
Ending tangible common equity as a percent of:	J.	70		,,,	10.5	70	G.G.	,,,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	70	10.52	,,		Ž
Ending tangible assets (d)/(e)	10.38	%	11.11	%	10.40	%	10.33	%	10.38	%	10.38	%	10.38	%
Risk-weighted assets (d)/(f)	18.47	%	19.65	%	19.28	%	17.36	%	17.61	%	18.47	%	17.61	%
Average tangible common equity as a percent of average tangible assets														
(b)/(g)	10.70 \$11.15	%	10.56 \$11.42	%	10.28 \$11.17	%	10.29 \$11.02	%	9.86 \$10.90	%	10.32 \$11.15	%	9.30 \$10.90	%

Tangible book value per common share (d)/(h)															
Average tangible shareholders' equity to average tangible assets															
(c)/(g)	10.70	%	10.56	%	10.28	%	10.29	%	9.86	%	10.32	97	,	9.54	

Item 9.01 Exhibits.

(d) Exhibits:

The following exhibits shall not be deemed to be "filed" for purposes of the Securities Act.

99.1First Financial Bancorp. Press Release dated October 26, 2011 – Furnished. 99.2First Financial Bancorp. October 27, 2011 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, Chief Financial

Officer

and Chief Operating Officer

Date: October 26, 2011

Form 8-K First Financial Bancorp.

Exhibit Index

Exhibit	No.	Description

First Financial Bancorp. Press Release dated October 26, 2011.
 First Financial Bancorp. October 27, 2011 Earnings Call slides.