

FIRST FINANCIAL BANCORP /OH/  
Form 4  
January 03, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**HALL J FRANKLIN**

2. Issuer Name and Ticker or Trading Symbol  
**FIRST FINANCIAL BANCORP /OH/ [FFBC]**

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**EVP & CFO**

(Last) (First) (Middle)  
**201 E. FOURTH STREET, SUITE 2000**  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**12/30/2010**

**CINCINNATI, OH 45202**

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |  |
| Common Stock                    | 12/30/2010                           |  | X <sup>(1)</sup>               | A   | \$ 16.0124  | 20,868   | D  |
| Common Stock                    | 12/31/2010                           |  | F <sup>(1)</sup>               | D   | \$ 18.91  | 16,166   | D  |
| Common Stock                    |                                      |  |                                |   |   | 1,301.72   | I 401-k                                    |
| Common Stock                    |                                      |  |                                |   |   | 24,978   | I Restricted Stock Awards                  |

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| 2001 (ISO) Stock Option                    | \$ 16.0124   | 12/30/2010                           |  | X <sup>(1)</sup>               | 5,250   | 01/22/2002 01/22/2011                                    | Common Stock  | 5,250                         |
| 2000 (ISO) Stock Option                    | \$ 17.56   |                                      |  |                                |   | 01/24/2001 01/24/2010                                    | Common Stock  | 5,694                         |
| 2000 (NQ) Stock Option                     | \$ 17.56   |                                      |  |                                |   | 01/24/2001 01/24/2010                                    | Common Stock  | 1,078                         |
| 2002 (ISO) Stock Option                    | \$ 17.2  |                                      |  |                                |   | 01/17/2003 01/17/2012                                    | Common Stock  | 5,000                         |
| 2003 (ISO) Stock Option                    | \$ 16.58   |                                      |  |                                |   | 01/22/2004 01/22/2013                                    | Common Stock  | 6,031                         |
| 2003 (NQ) Stock Option                     | \$ 16.58   |                                      |  |                                |   | 01/22/2004 01/22/2013                                    | Common Stock  | 3,969                         |
| 2004 (ISO) Stock                           | \$ 17.09   |                                      |  |                                |   | 01/21/2005 01/21/2014                                    | Common Stock  | 2,500                         |

|  |          |            |            |                 |        |
|--|----------|------------|------------|-----------------|--------|
| Option<br>2005<br>(ISO)<br>Stock<br>Option | \$ 17.51 | 04/18/2006 | 04/18/2015 | Common<br>Stock | 5,711  |
| Option<br>2005<br>(NQ)<br>Stock<br>Option  | \$ 17.51 | 04/18/2006 | 04/18/2015 | Common<br>Stock | 8,589  |
| Option<br>2006<br>(ISO)<br>Stock<br>Option | \$ 16.02 | 04/24/2007 | 04/24/2016 | Common<br>Stock | 6,242  |
| Option<br>2006<br>(NQ)<br>Stock<br>Option  | \$ 16.02 | 04/24/2007 | 04/24/2016 | Common<br>Stock | 11,058 |
| Option<br>2007<br>(ISO)<br>Stock<br>Option | \$ 14.9  | 04/30/2008 | 04/30/2017 | Common<br>Stock | 6,711  |
| Option<br>2007<br>(NQ)<br>Stock<br>Option  | \$ 14.9  | 04/30/2008 | 04/30/2017 | Common<br>Stock | 12,489 |
| Option<br>2007<br>(NQ)<br>Stock<br>Option  | \$ 11.64 | 02/14/2009 | 02/14/2018 | Common<br>Stock | 43,909 |
| Option<br>2008<br>(ISO)<br>Stock<br>Option | \$ 11.64 | 02/14/2009 | 02/14/2018 | Common<br>Stock | 8,591  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |           |       |
|---|---------------|-----------|-----------|-------|
|   | Director      | 10% Owner | Officer   | Other |
| HALL J FRANKLIN<br>201 E. FOURTH STREET<br>SUITE 2000<br>CINCINNATI, OH 45202 |               |           | EVP & CFO |       |

## Signatures

/s/Terri J  
Ziepfel, POA

01/03/2011

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Under terms of 10b5-1 plan executed 11/30/10.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.