

FIRST FINANCIAL BANCORP /OH/

Form 8-K

January 30, 2008

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): January 29, 2008
FIRST FINANCIAL BANCORP.
(Exact name of registrant as specified in its charter)

Ohio
(State or other jurisdiction
of incorporation)

0-12379
(Commission File
Number)

31-1042001
(IRS Employer
Identification No.)

300 High Street
Hamilton, Ohio
(Address of principal executive
offices)

45011
(Zip Code)

Registrant's telephone number, including area code: (513) 979-5782

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 January 29, 2008, First Financial Bancorp. issued its earnings press release that included the results of operations and financial condition for the fourth quarter and full year of 2007. A copy of the earnings press release is attached as Exhibit 99.1.

First Financial Bancorp. does not intend for this Item 2.02 or Exhibit 99.1 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.

The earnings press release includes two 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. The second appears in the tables entitled Additional Data at the bottom of the Consolidated Statements of Income and Consolidated Quarterly Statements of Income pages. 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				Twelve Months Ended		
	Dec. 31, 2007	Sep. 30, 2007	June 30, 2007	March 31, 2007	Dec. 31, 2006	December 31, 2007 2006	
	(Dollars in thousands)						
Net interest income	\$ 29,079	\$ 29,417	\$ 29,601	\$ 30,403	\$ 30,104	\$ 118,500	\$ 125,073
Tax equivalent adjustment	561	564	580	576	712	2,281	2,655
Net interest income tax equivalent	\$ 29,640	\$ 29,981	\$ 30,181	\$ 30,979	\$ 30,816	\$ 120,781	\$ 127,728

* Margins are calculated using net interest income annualized divided by average earning assets.

Item 9.01 Exhibits.

(c) Exhibit:

The following exhibit shall not be deemed to be filed for purposes of the Securities Exchange Act of 1934, as amended.

99.1 First Financial Bancorp. Press Release dated January 29, 2008.

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: January 29, 2008

Form 8-K

First Financial Bancorp.

Exhibit Index

Exhibit No. Description

99.1 First Financial Bancorp. Press Release dated January 29, 2008.