FIRST FINANCIAL BANCORP /OH/ Form 10-O November 16, 2009

FORM 10-O UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington D.C. 20549

x QUARTERLY REPORT UNDER SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended

OR

" TRANSITION REPORT UNDER SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from ______ to _____

Commission file number 0-12379

FIRST FINANCIAL BANCORP.

(Exact name of registrant as specified in its charter)

Ohio (State or other jurisdiction of incorporation or organization)

4000 Smith Road, Cincinnati, Ohio (Address of principal executive offices)

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

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 No " days.Yes x

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Date File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§ 232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes "No"

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, or a non-accelerated filer. See definition of "accelerated filer and large accelerated filer" in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer "	Accelerated filer x
Non-accelerated filer "	Smaller reporting company "

31-1042001 (I.R.S. Employer Identification No.)

> 45209 (Zip Code)

September 30, 2009

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Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of Exchange Act). Yes "No x

Indicate the number of shares outstanding of each of the issuer's classes of common stock, as of the latest practicable date.

Class Common stock, No par value Outstanding at November 12, 2009 51,430,722

FIRST FINANCIAL BANCORP.

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ASSETS	September 30, 2009 (Unaudited)		December 31, 2008	
Cash and due from banks	\$	243,924	\$	100,935
Fed funds sold	ψ	728,853	φ	100,933
Investment securities trading		338		61
Investment securities available-for-sale, at market value		523,355		659,756
(cost \$504,716 at September 30, 2009 and \$648,845 at December 31, 2008)		525,555		057,750
Investment securities held-to-maturity		17,928		4,966
(market value \$18,503 at September 30, 2009 and \$5,135 at December 31, 2008)		17,920		1,900
Other investments		87,693		27,976
Loans held for sale		2,729		3,854
Loans:		2,129		5,051
Commercial		818,953		807,720
Real estate-construction		245,535		232,989
Real estate-commercial		1,039,599		846,673
Real estate-residential		331,678		383,599
Installment		87,387		98,581
Home equity		327,779		286,110
Credit card		27,713		27,538
Lease financing		18		50
Total loans, excluding covered loans		2,878,662		2,683,260
Covered loans		2,056,156		0
Total loans		4,934,818		2,683,260
Less:				
Allowance for loan losses		55,770		35,873
Net loans		4,879,048		2,647,387
Premises and equipment		105,707		84,105
Goodwill		46,931		28,261
Other intangibles		7,105		1,002
OREO covered by loss share		12,022		0
FDIC indemnification asset		316,860		0
Accrued interest and other assets		287,409		140,839
TOTAL ASSETS	\$	7,259,902	\$	3,699,142
LIABILITIES				
Deposits:				
Interest-bearing	\$	1,364,556	\$	636,945
Savings		965,750		583,081
Time		2,703,392		1,150,208
Total interest-bearing deposits		5,033,698		2,370,234
Noninterest-bearing		802,286		