

FIRST FINANCIAL BANCORP /OH/

Form 8-K

December 16, 2005

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**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**  
**December 16, 2005**  
Date of Report:  
**FIRST FINANCIAL BANCORP.**  
(Exact name of registrant as specified in its charter)

Ohio

0-12379

31-1042001

(State or other jurisdiction  
of incorporation)

(Commission File  
Number)

(IRS Employer  
Identification No.)

**300 High Street**  
**Hamilton, Ohio**  
**45011**

(Address of principal executive offices)(Zip Code)

**(513) 867-5447**

Registrant's telephone number, including area code:

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))
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**First Financial Bancorp.**

**Item 8.01 Other Events.**

On December 16, 2005, First Financial Bancorp, the holding company for First Financial Bank, N.A., announced a realignment of its senior management team. Effective on January 1, 2006, this realignment is intended to further streamline the company's organizational structure in these key areas:

Creation of a new management structure that supports one banking line of business, down from the current three. The company will continue to operate in 14 markets under three banking brand names.

Formation of areas of specialized support for commercial and retail products that are focused on delivery, development, and credit underwriting.

Consolidation of the company's insurance business into the wealth resources line of business.

The principal changes will result in the current presidents of the First Financial Bank, Sand Ridge Bank and Community First Bank & Trust brands assuming the following titles and duties:

David Harvey will fill the vacant chief credit officer position and be responsible for commercial credit and product management.

Samuel J. Munafo will be in charge of the 14 banking markets.

John Hoying will head retail credit and product management.

Attached as Exhibit 99.1 hereto is a copy of the press release announcing the changes.

**Item 9.01 Exhibits**

(c) Exhibit:

99.1 Press Release

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**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  
Senior Vice President and Chief  
Financial Officer

Date: December 16, 2005

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**Exhibit Index**

**Exhibit No. Description**

99.1 First Financial Bancorp. Press Release dated December 16, 2005.