

gehlmann gregory a
 Form 4
 March 15, 2012

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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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 *
 gehlmann gregory a

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 255 EAST FIFTH STREET, SUITE 2900
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 03/14/2012

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 EVP/Corporate General Counsel

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) | Price | | |
| | | | Code | V | Amount | | |
| Common Stock | 03/14/2012 | | D | | 3,396 | \$ 16.99 | 28,551 I Restricted |
| Common Stock | 03/14/2012 | | A | | 2,307 | \$ 16.99 | 20,753 D |
| Common Stock | | | | | | | 4,988 I 401k |

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

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SEC 1474 (9-02)

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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. Price or Value of Underlying Securities (Instr. 3 and 4) | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| 2005 (ISO) Stock Option | \$ 18.63 | | | | | 06/21/2006 | 06/21/2016 | Common Stock | 5,367 |
| 2005 (NQ) Stock Option | \$ 18.63 | | | | | 06/21/2006 | 06/21/2016 | Common Stock | 6,033 |
| 2006 (ISO) Stock Option | \$ 16.02 | | | | | 04/24/2007 | 04/24/2016 | Common Stock | 6,242 |
| 2006 (NQ) Stock Option | \$ 16.02 | | | | | 04/24/2007 | 04/24/2016 | Common Stock | 10,258 |
| 2007 (ISO) Stock Option | \$ 14.9 | | | | | 04/30/2008 | 04/30/2017 | Common Stock | 6,711 |
| 2007 (NQ) Stock Option | \$ 14.9 | | | | | 04/30/2008 | 04/30/2017 | Common Stock | 12,889 |
| 2008 (ISO) Stock Option | \$ 11.64 | | | | | 02/14/2009 | 02/14/2018 | Common Stock | 8,591 |

2008
 (NQ) \$ 11.64 02/14/2009 02/14/2018 Common Stock 43,909
 Stock
 Option

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| gehlmann gregory a 255 EAST FIFTH STREET SUITE 2900 CINCINNATI, OH 45202 | | | EVP/Corporate General Counsel | |

Signatures

/s/Terri J
 Ziepfel, POA 03/15/2012

**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).
- Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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