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MEDIA RELEASE

FOR IMMEDIATE RELEASE

First Financial Finds Its Radio Voice with O'Connell

Major Financial Institution with the Dedication of a Community Bank Hires 'Everyman' Voice Talent

CINCINNATI, OH, March 1, 2012 - - For personal banking, business banking and wealth management, First Financial Bank, N.A. has been a regional leader in the financial services industry, dating back to its founding in 1863.

As a financial institution today serving three states and holding \$5.1 billion in deposits, First Financial's marketing needs to reflect its strong fiscal position while conveying its goal of serving all of its valued customers. So when the time came to produce its latest radio campaign, First Financial hired voice talent Peter K. O'Connell to help effectively convey that message to radio listeners.

With more than 1,500 associates and assets of \$6.3 billion, First Financial is a leading regional, full-service financial institution and the second largest bank holding company headquartered in the Greater Cincinnati area. First Financial Bank, N.A. currently operates 108 banking centers offering retail, commercial and wealth management services in Ohio, Indiana, and Kentucky.

In addition this most recent documentary narration for the First Financial Bank, N.A., Peter K. O'Connell's professional voiceover credits include national and regional voiceover productions for companies such as PBS (Public Broadcasting Service), Shell Oil, U.S. Army, Starz Cable Channel, SunSetter Awnings, Time Warner Cable, New Jersey Tourism, J. Walter Thompson Advertising, Cleveland Browns, Harlequin Enterprises and Pathmark Supermarkets.

O'Connell's voiceover talents have been heard around the world in retail commercials for radio and TV, medical narrations, infomercials, political commercial voiceovers, TV network promos, e-learning narration projects (computer-based training, internet-based training and web-based training), public service announcements, message on-hold as well as other video and media productions.

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► NOTES TO EDITORS

Company Media Releases ON LINE:

<http://www.audioconnell.com/media>

Company Name Pronunciation:

au·dio·o'·con·nell (awe-de-oh-oh-kah-nel) **or** au·di·o'·con·nell (awe-de-oh-kah-nel)

Company Name Spelling:

Use lower case letters- audio'connell or audio'connell Voice Over Talent

Company Web:

<http://www.audioconnell.com>

Company Blog:

<http://www.voxmarketising.com>

Corporate Web:

<http://www.oconnellcompanies.com>