

INVESTOR INFORMATION

First Financial Service Corporation (NASDAQ: FFKY), is a bank holding company headquartered in Elizabethtown, Kentucky and the parent company of First Federal Savings Bank.

First Federal Savings Bank is a regional financial services company operating 15 full-service banking centers in six contiguous counties in Kentucky – Hardin, Hart, Nelson, Meade, Bullitt and Jefferson.

Subsidiary

First Federal Savings Bank

Special Counsel

Frost Brown Todd, LLC,
Louisville, Kentucky

General Counsel

Kerrick, Stivers, Coyle, and VanZant, PLC
Elizabethtown, Kentucky

STOCKHOLDER INFORMATION

Common Stock is traded over the counter and quoted on the NASDAQ system since July 20, 1987.
Symbol: FFKY.

FINANCIAL INFORMATION

Shareholders may obtain a free copy of the 2007 Form 10-K including Financial Statements and Schedules, as filed with the Securities and Exchange Commission by contacting:

Janelle Poppe, Corporate Secretary,
270-765-2131.

Transfer Agent

Illinois Stock Transfer Company,
Chicago, Illinois

ANNUAL MEETING

The annual meeting of the stockholders of First Financial Service Corporation will be held on Wednesday, May 21, 2008 at 5:00 pm at the First Federal Savings Bank's corporate office at 2323 Ring Road, Elizabethtown, Kentucky 42701.



2007 ANNUAL REPORT
AND FORM 10-K



FIRST FINANCIAL SERVICE CORPORATION



Tyler Center Grand Opening

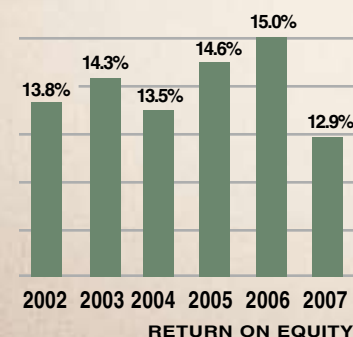
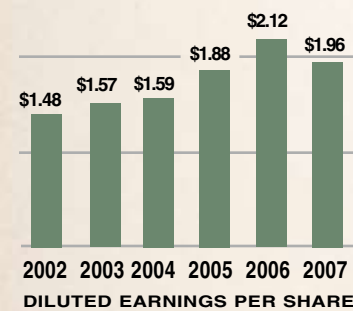
OUR COMPANY HAS BEEN A SOLID COMMUNITY PARTNER FOR THE PAST 85 YEARS.

Dear Fellow Shareholder:

We completed an exciting and challenging year for First Financial Service Corporation. We continued to work diligently on several core initiatives encompassing solid returns, strategic growth, and a continued commitment to our customers and the communities we serve. Our success in achieving these initiatives depends on the efforts of our associates executing on the values that have been instilled in our Company as we have grown over the past 85 years. Our organization has built a tradition on contributing to the communities we serve. This dedication and generosity on the behalf of our associates, in addition to our reputation for service, is one of the many reasons we were able to cultivate additional relationships across all of our markets; generating another year of solid loan and deposit growth, despite a very competitive marketplace.

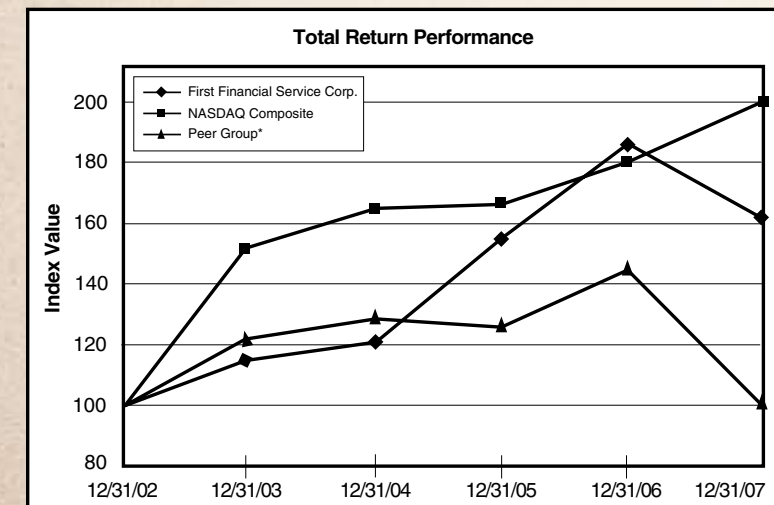
We continued to invest in our retail and commercial franchise during the year.

We celebrated a new full service banking center on Taylorsville Road in Louisville. This is our eighth full service location in the Louisville MSA. We also established a commercial private banking center in Louisville. This center is the first of its type for our organization designed to better serve our high net worth commercial customers. As we progress into 2008, we will open a full service banking facility in our growing Bullitt County market at Cedar Grove. We also plan to begin construction on a new full service facility at the main entrance to Fort Knox in our Hardin County market. This facility, expected to be completed in April of 2009, is to help accommodate the increase in personnel arriving at Fort Knox with the relocation of the Army's Human Resource Command. Approximately 3,200 new jobs will be added with this new facility through 2010 adding an estimated \$300 million in new payroll to our area.



PERFORMANCE GRAPH

The graph below shows the cumulative total return on the Common Stock of the Corporation between December 31, 2002 through December 31, 2007 compared with the cumulative total return of the NASDAQ Composite Index and a peer group index over the same period. Cumulative total return on the stock or the index equals the total increase in value since December 31, 2002, assuming reinvestment of all dividends paid into the stock or the index, respectively. The graph was prepared assuming that \$100 was invested on December 31, 2002 in the Common Stock of the Corporation or in the indexes. Note: The stock price performance shown on the graph below is not necessarily indicative of future price performance.



INDEX	PERIOD ENDING					
	12/31/02	12/31/03	12/31/04	12/31/05	12/31/06	12/31/07
First Financial Service Corp.	100.00	114.40	121.73	155.37	186.17	164.04
NASDAQ Composite	100.00	150.01	162.89	165.13	180.85	198.60
Peer Group*	100.00	121.79	130.22	128.57	147.93	102.47

* First Financial Services Corp.'s peer group consists of AmSouth Bancorp., BB&T Corp., Fifth Third Bancorp., Huntington Bancshares Inc., KeyCorp, Marshall & Isley Corp., National City Corp., North Fork Bancorporation Inc., PNC Financial Services Group, Inc., Regions Financial Corp., SunTrust Banks, Inc., Synovus Financial Corp., Zions Bancorporation, Compass Bancshares, Inc., First Horizon National Corp., M&T Bank Corp.



WE CONTINUED TO WORK DILIGENTLY ON SEVERAL CORE INITIATIVES ENCOMPASSING SOLID RETURNS, STRATEGIC GROWTH, AND A CONTINUED COMMITMENT TO OUR CUSTOMERS AND THE COMMUNITIES WE SERVE.

WE LOOK FORWARD TO OUR CHALLENGE.

I anticipate 2008 to be another exciting and challenging year for First Financial Service Corporation. We will be striving to increase the returns to our shareholders in the midst of a slowing economic environment. The slowing economy will likely reduce the recent growth rate of our commercial loans with the likely decline in commercial and residential development activity. Credit quality could also deteriorate as development activity slows. We experienced a higher provision for loan losses in 2007. This trend will likely continue into 2008. We will work diligently to reduce the negative effects of a slowing economic environment and continue to produce positive financial results.

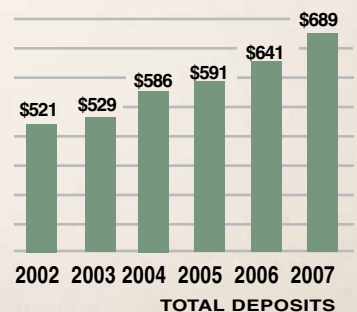
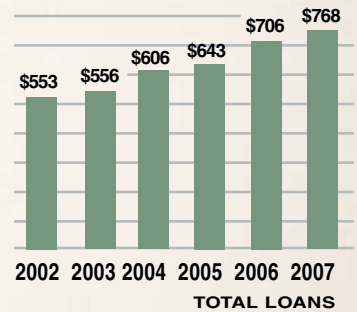
We have experienced several business cycles since our roots were established in 1923 and over the past twenty years as a publicly traded Company. We are fortunate to be located in dynamic markets and blessed with committed associates. We will persevere through these cycles and continue to add long term value to our shareholders. On behalf of the Board of Directors and the associates, I thank you for your interest in First Financial and your continued support.

Respectfully,

B. KEITH JOHNSON, CEO



2007 Gaslight Festival





15 years *plus*



dedicated veterans

1. Angie Skaggs
2. Janice Kessinger
3. Carroll Perkins
4. Linda Priddy
5. Gary Chapman
6. Renee McCullough
7. Sheila Johnson
8. B. Keith Johnson
9. Tracy Wilkerson
10. Monique Sisk
11. Dorothy Meadors
12. Debbie Starkey





20
staying power
 years *plus*

- 1. Susan Simmons
- 2. Leon Brangers
- 3. Alan Howell
- 4. Sandy White
- 5. Melissa Blair
- 6. Gary Bowers
- 7. Kristi Green
- 8. Cathy Wise
- 9. Becky Bowling
- 10. Laura Dennis
- 11. Bob Calvert
- 12. Marianne Large
- 13. Debbie Horn
- 14. Regina Foushee
- 15. Valerie Waddell
- 16. Belinda Cross
- 17. Helen Coleman
- 18. Dwight Brown
- 19. Richard Muse
- 20. Lynn Dowell
- 21. Susan Bradbury
- 22. Charles Chaney





Board of Directors (L-R): Dr. Wreno Hall, Walter D. Huddleston, Keith Johnson
 Janelle Poppe (*Corporate Secretary*), John L. Newcomb, Jr., Stephen Mouser, Donald Scheer, Diane Logsdon,
 Gail Schomp, Alton Rider, Robert Brown, Dr. Michael Thomas.

2007 board of directors and executive officers

Walter D. Huddleston
 Chairman of the Board
 Consultant & Former US Senator

J. Alton Rider
 Owner, Rider's Clothing Store

Stephen Mouser
 President, Mouser Custom
 Cabinetry, LLC

Donald M. Scheer, CPA
 Partner, Scheer & Scheer

John (Jack) L. Newcomb, Jr.
 President & Financial
 Manager, Newcomb Oil Company

Diane Logsdon
 VP for Planning & Dev,
 Hardin Memorial Hospital

Wreno M. Hall, MD
 Retired Surgeon

Gail Schomp
 Owner, Lexington Truck Sales,
 Inc.; Carty & Carty, Inc.

Michael L. Thomas, DVM
 Veterinarian, Elizabethtown
 Animal Hospital

Robert M. Brown
 Owner, Brown Funeral Home

B. Keith Johnson
 Chief Executive Officer

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 Chief Executive Officer

Greg Schrecke
 President/
 Chief Financial Officer

Charles E. Chaney
 Executive Vice President/
 Chief Operations Officer

Larry Hawkins
 Executive Vice President/
 Chief Lending Officer

Anne Moran
 Executive Vice President/
 Chief Retail Banking Officer