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FIRST FEDERAL GIVES BACK TO COMMUNITY

Northwest Ark., January 2011 – At First Federal Bank, community involvement is an important part of the corporate culture and the Bank's core values of **INTEGRITY, COMMITMENT, EXCELLENCE, TEAMWORK, INNOVATION, and PROFESSIONALISM.**

"First Federal is committed to the communities we serve, and we support a number of non-profit and civic organizations in our market area with volunteers and our monthly Jeans Day," said Larry J. Brandt, Chief Executive Officer of First Federal Bank. "We are glad to help with the efforts of organizations working to make the community a better place."

In 2010, First Federal sponsored and provided volunteers to 67 events in Northwest Arkansas, including fundraising events, concession stands at high school sports, homeshow, radiothons, school foundation events, and teacher fairs. 152 Team Members (62%) volunteered over 1,000 hours at those events.

"First Federal has a culture of giving," said Brandt. "I am personally so proud that our Team Members give back to organizations in the communities where we live."

First Federal's Charity of the Month program allows Team Members to wear blue jeans the third Monday of every month to show their support of a local non-profit. Team Members donated \$3,770 to 22 charities in 2010.

Types of non-profits supported included food pantries, health, human services, education, and the arts, and were chosen based on donation requests, current relationships with First Federal, Team Member involvement, and community need.

About First Federal Bank

First Federal is a community bank serving consumers and businesses in Northwest Arkansas with a full range of checking, savings, investment, and loan products and services. The Bank, founded in 1934, has \$632.3 million in assets as of September 30, 2010, and conducts business from 18 full-service branch locations, one stand-alone loan production office, and 29 ATMs. First Federal Bank is a wholly owned subsidiary of First Federal Bancshares of Arkansas, Inc., whose stock is traded on the NASDAQ Global Market under the symbol FFBH. For information on all of First Federal's products and services, visit the website at www.ffbh.com or contact the Account Information Center Toll Free at 1.866.242.3324 (1-866-AIC-FFBH) or 1.870.365.8329 Harrison Area.

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