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**FIRST FEDERAL BANK SPONSORS
2011 EDUCATION EXCHANGE COLLEGE GRANT PROGRAM**

HARRISON, Ark., January 2011 – First Federal Bank is proud to participate in the 2011 Education Exchange College Grant Program, which awards a total of \$50,000 in grants to 34 deserving college-bound high school seniors across the United States. Students are judged on scholastic achievement, character and leadership, essay responses, and financial need.

Applications can be found at all First Federal Bank locations, and are being distributed to high school guidance counselors in Baxter, Boone, Benton, Carroll, Marion, and Washington counties. The entry deadline is Tuesday, March 15, 2011.

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.

About Education Exchange

The ACCEL/Exchange Network is an electronic funds transfer (EFT) network, providing the infrastructure for member financial institutions to provide their customers with anytime, anywhere access to their demand deposit accounts via ATM and debit cards. Consumers can access ACCEL/Exchange at approximately 600,000 merchant locations and 150,000 ATMs across the nation. For more information, visit them at www.accelexchange.com. For information on the Education Exchange Grant program, call 973.682.5637.

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