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FIRST FEDERAL TEAM MEMBER CELEBRATES 30 YEARS OF SERVICE

Harrison, Ark., February 2011 – Larry J. Brandt, Chief Executive Officer of First Federal Bank, is pleased to announce a milestone of 30 years for **Dana Brasel**, AVP/Executive Assistant at the Corporate Office.

“We are proud of Dana’s years of service,” said Brandt. “She is a true asset to the Bank and another example of the stability and longevity of First Federal.”

Brasel started with First Federal at the Corporate office on February 5, 1981, as an Office Assistant. She has also served as the mail clerk, safe deposit box administrator, vault teller, and notary public, and has handled legal matters for the corporation. In her current role, she is responsible for maintaining the company intranet and serving as an executive assistant to senior management.

She is a 2005 ICE TIP Quarterly Finalist. The ICE TIP Awards were founded in 2003 to recognize outstanding First Federal Team Members who exhibit the Core Values in their banking relationships, whether with fellow Team Members, customers, or the community.

Brasel is a graduate of Central High School in Little Rock, and holds a BSE in Home Economics from Henderson State University in Arkadelphia.

She and her husband Michael live in Harrison and are members of CrossRoads Community Church. Michael is the Boone County Area Maintenance Supervisor with the Arkansas Highway and Transportation Department. They enjoy their son and daughter-in-law, Tyler and Rebecca Fleming, who live in Lincoln, Nebraska. They also enjoy their daughter, Sara Sanders, and her two children who live in Fayetteville, Ark.

“I’m very proud of my son and daughter-in-law,” Brasel said. “Tyler is a graduate of the University of Arkansas and is employed by FedEx as a Service Center Manager; Rebecca is a graduate of the University of Iowa and works for First National Bank as a Personal Banker. My daughter, Sara, is employed at J.B. Hunt in Lowell, Arkansas.”

In Brasel’s spare time, she enjoys walking with her yellow lab, Major.

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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