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FIRST FEDERAL JEANS' DAY BENEFITS CIRCLE OF FRIENDS

Northwest, Ark., March 2010 – On Monday, March 15, 2010, Team Members from First Federal Bank wore blue jeans to show their support of **Arkansas Children's Hospital Foundation and the Harrison Regional Circle of Friends** as part of First Federal's Charity of the Month program.

"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 our monthly Jeans Day," said Larry J. Brandt, Chief Executive Officer of First Federal Bank. "The children of several Team Members have benefited from the hospital's expertise and care, and we are glad to help support their efforts."

First Federal presented representatives of Circle of Friends and Kampaign for Kids a check for \$575, representing donations from 73 Team Members.

Since the Charity of the Month program inception in July 2009, First Federal has raised over \$3,500. Past recipients include Hospice organizations, youth organizations, the Alzheimer's Memory Walk, and Susan G. Komen for the Cure.

About Arkansas Children's Hospital

Arkansas Children's Hospital has been changing children's lives for almost 100 years as the only pediatric hospital in the state. It has become a worldwide leader in medical breakthroughs and research innovations. A community of caregivers – doctors, nurses, therapists and staff – is dedicated to providing care, love, and hope to each patient. The Foundation is the fundraising arm for ACH and its related institutions, and is supported by Circle of Friends, a grassroots volunteer and fundraising movement that began in 1983. Kampaign for Kids is the corporate and professional donation portion of the annual Harrison Regional Circle of Friends fundraising campaign. For more information on ACH, visit www.archildrens.org.

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 \$749.8 million in assets as of December 31, 2009, and conducts business from 20 full-service branch locations, one stand-alone loan production office, and 31 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 the products and services we offer, visit us on the web at www.ffbh.com or contact our Account Information Center by phone Toll Free at 1.866.242.3324 (1-866-AIC-FFBH) or 870.365.8329 in the Harrison Area.

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