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FIRST FEDERAL JEANS' DAY BENEFITS GO RED FOR WOMEN

Northwest, Ark., February 2010 – On Tuesday, February 16, 2010, Team Members from First Federal Bank wore red shirts and blue jeans to show their support of **American Heart Association's Go Red for Women** 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," said Larry J. Brandt, Chief Executive Officer of First Federal Bank. "The third Monday of every month is designated as Jeans Day. Our Team Members can wear jeans for a donation of \$5 and support our Charity of the Month."

According to the American Heart Association, more women die of cardiovascular disease than the next five causes of death combined, including all forms of cancer.

"Approximately 83% of First Federal Team Members are women," Brandt added. "We are glad to do our part to educate them about ways to prevent this disease, as well as support the American Heart Association in the work they do."

Bo Garmon, Vice President/Relationship Banking Manager, and Whitney Branch, Assistant Vice President/Marketing-Public Relations Officer, presented Christina Hinds, Go Red for Women Director/Corporate Market Director for the American Heart Association and Stephanie Daniels, Heart Walk Director for the American Heart Association, a check for \$275, representing donations from 54 Team Members.

Since the Charity of the Month program inception in July 2009, First Federal has raised over \$3,000. Past recipients include Hospice organizations, youth organizations, the Alzheimer's Memory Walk, and Susan G. Komen for the Cure.

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 \$738.6 million in assets as of September 30, 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 866-AIC-FFBH (870.365.8329 Harrison area) or by email at aic@ffbh.com.

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