

FOR FURTHER INFORMATION CONTACT:

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FIRST FEDERAL BANK WELCOMES NEW VICE PRESIDENT

Harrison, Ark., June 2011 – Dabbs Cavin, President of First Federal Bank, is pleased to announce the addition of new Team Member **Reba Roberts**, who will serve as the Bank-wide Vice President of Credit Administration.

“We are thrilled to have someone with her experience join our bank,” Cavin said. “She will be a tremendous asset to the First Federal team as we seek to grow loans and increase market share.”

Customers and friends are invited to visit Roberts on Tuesday, July 19, 2-4pm at the Harrison Northtown Office located at 1401 Hwy. 62-65 N.

Roberts has 41 years experience in banking. Most recently she served as Vice President/Branch Manager at Regions Bank in Harrison. In that role, she oversaw branch operations and employees, and sold annuities, made consumer loans, and opened new accounts and IRAs. Prior to that, she worked in loans for 30 years.

Roberts serves on the Board of Directors for United Way. She is one of eight children, and has lived in Harrison since she was four years old. Her mother, Marcia English, and five of her siblings also live in Harrison. Roberts and her husband Ron enjoy their son Morgan, their son Scott, his wife Glenda, and their granddaughter Gabby (7), a student at Skyline Elementary. In her spare time, Roberts enjoys reading fiction.

She is based out of the Harrison Northtown Office, and can be reached by calling 870.391.3414 or by email at rroberts@ffbh.com.

About First Federal Bank

First Federal is a community bank serving consumers and businesses with a full range of checking, savings, investment, and loan products and services. The Bank 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 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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