



**FOR IMMEDIATE  
RELEASE**

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## **FIRST FEDERAL CELEBRATES ROGERS PINNACLE GRAND OPENING**

*Rogers, Ark., June 2008* – Larry J. Brandt, Chief Executive Officer of First Federal Bank, is pleased to announce the grand opening celebration of the Rogers Pinnacle Office, which will be held on Friday, June 20, 2008, 9am to 5pm. The new office, located at 2000 Promenade Blvd., features 8,000 sq. feet of retail bank space and regional bank offices.

A ribbon-cutting ceremony led by the Rogers Chamber of Commerce will commence at 10am, followed by a ribbon-cutting ceremony with the Bentonville/Bella Vista Chamber of Commerce. The Pinnacle Station Local Market, next door to First Federal Bank, will also be holding their grand opening ceremony.

“We’re excited about a new office in such a vibrant, growing city,” said Ross Mallioux, President-Western Division/Chief Lending Officer. “This beautiful facility is in a prime location for customers who work in the area or want to take advantage of all the great shopping and dining.”

The grand opening is open to the public and will feature complimentary hors d'oeuvres, beverages and, as always, fresh-baked Otis Spunkmeyer cookies. A certificate valid for up to 40 gallons of gas will be given away every hour from 9am to 4pm. A grand prize drawing will be held at 5pm for a certificate valid for up to 500 gallons of gas. Customers and non-customers (ages 18 and up only) may register at the First Federal Office starting June 16 (limit one registration per day). Certificates will be valid at the Pinnacle Station Local Market.

The Rogers Pinnacle Office serves as the Northwest Arkansas Regional Headquarters and offers a full range of checking, savings, investment, and loan products and services for individuals and businesses. The Lobby is open Monday-Thursday, 8am-5pm; Friday, 8am-5:30pm; and Saturday, 8am-12pm. The Drive-Thru is open Monday-Friday, 7:30am-6pm; and Saturday, 8am-12:30pm. The office can be reached by calling 479.633.9300.

The Pinnacle Office is the Bank’s 19th full-service branch and joins two other First Federal locations in the Rogers area – 2030 W. Elm and 1303 Hudson Rd.

### **About First Federal Bank**

First Federal is a community bank serving consumers and businesses in Northcentral and Northwest Arkansas with a full range of checking, savings, investment, and loan products and services. The Bank, founded in 1934, has \$792.0 million in assets as of December 31, 2007, and conducts business from 19 full-service branch locations, one stand-alone loan production office, and 30 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](http://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](mailto:aic@ffbh.com).

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