



**FOR IMMEDIATE
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“MY MONEY NEIGHBORHOOD” VISITS VANDERGRIFF ELEMENTARY

FAYETTEVILLE, Ark., May 2007 – On May 7 and 9, Team Members from First Federal Bank visited nine first and second grade classes at Vandergriff Elementary to present “My Money Neighborhood” and encourage them to save money.

Sandy DuFrene, New Accounts Representative with First Federal's Fayetteville-Crossover Office, led the lesson, along with First Federal Team Members Trish McCollom, Amanda Sullivan, and Travis Pennington. They were joined by Chester, the mascot of the Bank's Chester's Investor Club, who handed out gift bags and posed for photos.

“My Money Neighborhood” is part of the ABA Education Foundation's Teach Children to Save Program. The interactive presentation covers several topics, including places in the neighborhood where money is used; how to recognize coins and bills as money; and identifying a bank as a place to save money.

DuFrene said, “I think it's really important for children to be taught not only the value of money but also how to use it. It's also important for them to understand the services offered by a bank.”

Teens in the US spend roughly \$169 billion a year, and the direct buying power of kids aged 4 to 12 is predicted to exceed \$51.8 billion in 2006. According to Teen Research Unlimited, teenagers spent an estimated \$169 billion in 2004, an average of \$91 per week. Unfortunately, the Youth and Money Survey found that the majority of students ages 16 to 22 have never taken a class in personal finance.

Andrea Sego, Vandergriff Assistant Principal said, “This is a great opportunity for kids to learn more about saving money from people who work in the banking industry. They also enjoyed the visit from Chester.”

About Chester's Investor Club

Chester's Investor Club is a First Federal savings account for children ages 12 and younger that teaches them about saving money. The account earns interest with a balance of \$100 or higher. For every \$10 deposited, the child earns one “Acorn”, which can be traded for a Chester prize. Children with Chester accounts are invited to member's only Chester parties and receive birthday cards and periodic newsletters.

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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 \$834.8 million in assets 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, visit us on the web at www.ffbh.com or contact our Account Information Center by phone at 870.365.8329 (toll free 866-AIC-FFBH) or by email at aic@ffbh.com.

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