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FIRST FEDERAL ANNOUNCES TEAM MEMBER PROMOTIONS

Harrison, Ark., January 2011 – Tommy Richardson, President/Chief Operations Officer of First Federal Bank, announces four Team Member promotions.

“These four members of the *First* team were promoted because of their outstanding service and dedication to the Bank and our customers,” said Richardson. “We are extremely proud to recognize their commitment to our core values of **INTEGRITY, COMMITMENT, EXCELLENCE, TEAMWORK, INNOVATION,** and **PROFESSIONALISM.**”

Annette Leeth has been promoted to Assistant Vice President/Loss Prevention Specialist at the Corporate Office. She is responsible for finding and stopping debit and ATM card fraud, and works with customers to resolve electronic funds transfer errors. She is a 2010 ICE TIP Award Quarterly Finalist, which recognizes outstanding Team Members who best exhibit the Core Values. Leeth joined First Federal in March 2003, and previously served as a Teller and Corporate ATM Coordinator.

Leeth attended University of Wisconsin-Rock County and has taken a number of specialized banking courses. She and her husband of 17 years, Jason, enjoy their daughter Hannah (16) and son Hunter (13). They attend Eagle Heights Baptist Church in Harrison.

Anita Mayfield at the Mountain Home Westside Office has been promoted to Assistant Vice President/New Accounts Representative. She is responsible for the opening and maintenance of deposit accounts and providing quality customer service. She has been a Team Member since August 2000, and previously served as Assistant Secretary/New Accounts Representative.

Mayfield is a graduate of Shabbona High School in Shabbona, IL. She is a VFW Ladies Auxiliary Life Member, American Legion Ladies Auxiliary Member, Fleet Reserve Ladies Auxiliary Member and Treasure of the NJROTC Booster Club. She and her husband David enjoy their children Sara Skoot (26), Ryan Skoot (25), Elizabeth Mayfield (25), and Melinda Mayfield (16).

Jessica Reese has been promoted to Assistant Vice President/Loan Officer. She started her career at First Federal in May 2003, and works at the Harrison Northtown Office. She is responsible for originating consumer, mortgage, construction, and equity lines of credit. She is a 2010 ICE TIP Award Winner, which recognizes outstanding Team Members who best exhibit the Core Values.

Reese is very involved in the community. She currently serves as the Harrison Regional Chamber of Commerce Chairman Elect and Membership Chair; fifth-year member of the Boone County United Way Board; third-year member of Harrison Regional Chapter Arkansas Children’s Hospital Circle of Friends Board and Membership Co-Chair; Harrison Kiwanis Club Member; and Boone County Farm Bureau Women’s Committee Member. She and her husband Bruce attend Crossroads Community Church with their son Peyton (2).

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Jennifer Reddell at the Harrison Downtown Office has also been promoted to Assistant Vice President/Loan Officer. She is responsible for originating consumer, mortgage, construction, and equity lines of credit. She joined First Federal in June 1991 as a Teller, and has also served as a Loan Processor and New Accounts Representative.

Reddell is a graduate of Western Grove School and has a business certificate from Vo-Tech Community College. She and her husband Jason have three sons, Brody (13), Blake (9), and Briggs (6). They attend Evangel Assembly of God Church in Western Grove, where she taught preschool Sunday School for 12 years.

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 \$632.3 million in assets as of September 30, 2010, 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 on all of 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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