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**FOUR FIRST FEDERAL TEAM MEMBERS
CELEBRATE 100 YEARS OF SERVICE**

HARRISON, Ark., July 2010 – Larry J. Brandt, Chief Executive Officer of First Federal Bank, is pleased to announce milestones totaling 100 years of service for four First Federal Team Members at the Harrison Northtown Office.

“I am pleased to recognize GiGi, Debbie, Deedy, and Lisa for their dedication to the Bank’s core values of INTEGRITY, COMMITMENT, EXCELLENCE, TEAMWORK, INNOVATION, and PROFESSIONALISM,” said Brandt. “Their 100 years of combined experience is an example of the stability and longevity of First Federal.”

GiGi Enix was hired at the Bank on June 30, 1980 to work in the accounting department. She has also served as the checking department manager and is currently VP/Account Information Center Manager, where she oversees the Bank’s customer service functions. Enix is a 2006 ICE TIP Award Finalist and a 2007 ICE TIP Award Recipient. The ICE TIP Awards recognize outstanding First Federal Team Members who exhibit the Bank’s Core Values. Tommy Richardson, President/Chief Operations Officer, presented Enix with her 30-year service award.

Enix is a graduate of Valley Springs High School, North Arkansas College, and the University of Central Arkansas. She and her husband David enjoy their son Mack (22), who just graduated from UCA with a degree in Information Systems. In her spare time, she enjoys riding horses, and is a member of the American Paint Horse Association.

Debbie Ewing, AVP/Check Processing Manager, manages the equipment and process by which checks are presented for payment electronically. She started with the Bank on May 22, 1985 as a drive-thru teller, and previously served as the Online Banking administrator. Johnny Brown, SVP/Information Systems Manager, presented Ewing with her 25-year service award.

Ewing is a graduate of Wade Hampton High School in Greenville, SC, and is a Certified Online Banking Administrator and Certified Cash Management Administrator. She and her husband Richard attend Faith Assembly of God. They enjoy their two daughters, Anne Katherine (23) and Olivia Mary (19).

Deedera Roberts began her career with First Federal on July 10, 1985. She has served in various capacities including Teller, New Accounts, Assistant Secretary/Loan Servicing, and AVP/Loan Compliance Quality Control II - Internal Audit. She is currently the AVP/Deposit Quality Control Officer II. Joan Bell, VP/Deposit Administration Manager, presented Roberts with her 25-year service award.

Roberts is a graduate of Harrison High School and Twin Lakes Vo-Tech (now North Arkansas College). She has two children, Bryan Arnold (13) and Bridget Arnold Criger (19). She and her husband Marvin attend Ridgeway Church of Christ.

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Lisa Trammell, AVP/Loan Processing Supervisor - Corporate Loan Processing Center, was hired as a Loan Processor on June 12, 1990, and has also served as a Loan Officer. She is a 2004 ICE TIP Award Finalist and a 2005 ICE TIP Award Recipient. Ron Lenderman, SVP/Credit Administration Manager, presented Trammell with her 20-year service award.

Trammell is a graduate of Harrison High School and North Arkansas College. She and her husband Richard enjoy their son Matthew (13).

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 \$696.9 million in assets as of March 31, 2010, and conducts business from 20 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 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 870.365.8329 Harrison Area.

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