

P R E S S R E L E A S E

Contact: Mary Beth Wegener
Marketing Manager
First Federal
Tel: 360-417-3238
FAX: 360-417-3231
Email: marybeth.wegener@ourfirstfed.com

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FOR IMMEDIATE RELEASE:

First Federal Wins First Place Marketing Award

Port Angeles, WA (October 9, 2009) – First Federal announced today that they were the recipient of a first place American Bankers Association (ABA) Financial Marketing Award for 2009, the nation's coveted honor for bank marketing excellence.

First Federal, the only locally owned and managed "savings and Loan on the North Olympic Peninsula, has served the area's banking needs for more than 85 years. "The 'savings and loan' part of our name had dropped in everyday conversations long ago, said Gina Lowman, First Federal's Director of Marketing and Sales. "Knowing that our differentiation as a mutual organization was unclear, we set out to educate consumers with our first-ever viral marketing campaign," added Lowman. "It explained the many benefits a mutual organization has to offer, summarized in our tagline: 'Making a difference. Together.'"

The best bank advertising and marketing campaigns from across the U.S. were recognized at the ABA's 2009 Financial Awards ceremony. Held annually since 1972, the competition bestows recognition to banks and their agencies for creative excellence of campaigns based on bank asset size.

This year's entries were divided into six categories. First Federal's viral spot competed in the impact category with banks in the asset level of \$500 million to \$1 billion. All of the applicants were evaluated rigorously by a judging panel of financial services marketers and advertising professionals around the country, and were based on execution of the communications strategy, message and positioning, as well as the campaign's overall results.

First Federal has been serving North Olympic Peninsula families and businesses for more than 85 years. We're a mutual organization, and that makes us different. We're partners with every customer and we're intent on making a difference with the kinds of community efforts that will mutually benefit all of us. First Federal operates branches in Port Angeles, Forks, Sequim and Port Townsend. Member FDIC, Equal Housing Lender.