



Press Release

Contact:

Elaine Gentilo
Director, Human Resources
First Federal
Tel: 360-417-3107
FAX: 360-417-3231
Email: elaine.gentilo@ourfirstfed.com

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

January 26, 2010
For Immediate Release

FIRST FEDERAL LAUNCHES NEW INITIATIVE

Port Angeles, WA (January 26, 2010) – First Federal today unveiled its new initiative, “First Federal Forward,” a strategy to create greater efficiency and value for its customers.

The initiative is slated to span the next several months with a goal of utilizing technology more effectively, improving processes and procedures and maximizing the efficiency of the bank in general. All of these are a must but excellent customer service is the defining characteristic that ensures a community bank’s future.

“It’s time to leverage our expertise of 87 years,” said Jimmy D. Ray, chairman of the board of directors, “to ensure that we have not only a strong year but a strong future. We’re this community’s only mutual banking organization, that’s a responsibility we don’t take lightly.”

In an industry with a notorious track record of inefficiencies in the past year, setting new standards for productivity and effectiveness will help promote a model of responsible banking.

“First Federal, along with other successful businesses, routinely re-evaluates its processes and looks for improvements in order to continue to grow as a business leader,” said Elaine Gentilo, Director of Human Resources of the 87-year-old-bank. “We are committed to our customers and the communities we serve.”

As the initiative unfolds and changes are made to the organizational structure, positions will be evaluated based on their relevance to the organization as a whole. “Our goal all along is to enhance the customer experience, to maintain or improve the excellent customer service we are known for,” said Gentilo.

“We are in the midst of an unprecedented 25-month recession and, much like other businesses, we are examining our efficiency levels and reassessing how we do business,” she said.

First Federal remains financially sound and has gained market share over the last two years, making it the dominant bank on the Peninsula. While other banks have struggled, First Federal recorded a robust 39% growth in core deposits (checking and savings products) in the last year alone.

About First Federal: First Federal has been serving North Olympic Peninsula families and businesses for more than 87 years. We’re a mutual organization, and that makes us different. We’re partners with every customer, we invest proceeds into the communities we serve, 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.