

FOR IMMEDIATE RELEASE

Contact: Iris Hosea, LAGRANT COMMUNICATIONS,
(323) 469-8680, ext. 234, irishosea@lagrant.com

Investing for a Bright Future
Broadway Federal Bank Introduces “Power Savers” Program
to Virginia Road Elementary Students



Pictured L to R (Back Row): Ashley Franklin, Operations Supervisor, Inglewood Branch, Broadway Federal Bank; Shankia Jacobs, Customer Service Representative, Broadway Federal Bank; Karen E. Hudson, Marketing Director, Broadway Federal Bank; Paul C. Hudson, Chairman/CEO, Broadway Federal Bank; Odessa Taylor, Principal, Virginia Road Elementary School; Candis Noel, Senior Vice President/Chief Retail Banking Officer, Broadway Federal Bank; LaTasha Pitts, Vice President/Branch Manager, Midtown Office, Broadway Federal Bank; Clark Smith, Branch Manager, Inglewood Office, Broadway Federal Bank (Front Row): Virginia Road Elementary School students; Annelise Pixler; Camerie Burley; Ronald Davis; and Richard Sarabia

LOS ANGELES (October 1, 2007) – Broadway Federal Bank’s (BFB) Chairman/CEO, Paul C. Hudson along with Marketing Director, Karen E. Hudson, recently introduced the Bank’s “Power Savers” program to an assembly of students and teachers at Virginia Road Elementary School.

“Broadway Federal Bank is committed to enriching the economic development of the communities that we serve,” said Chairman/CEO Paul C. Hudson. “We have to empower our children at a young age to set financial goals and to handle their money responsibly.”

The presentation was the first of its kind for both Broadway Federal Bank and Virginia Road Elementary School. Students learned about the “Power Savers” program, a banking tool specifically designed to teach young people about financial responsibility and the importance of saving money. They also received an

introductory course on interest rates and why it pays to save with a bank rather than under a mattress.

“Our students were so excited following Broadway’s presentation and couldn’t wait to tell their parents about their plan to achieve wealth by saving money,” said Virginia Road Principal, Odessa Taylor. “I think we are all ready to become Power Savers now!”

This event was the first in a series of educational seminars. Broadway has committed themselves to educating the community about the benefits of financial planning and is available to speaking at all schools. For more information about the Power Savers Program and accompanying contests, visit www.broadwayfederalbank.com/new.htm.

#

Broadway Federal Bank is a 60-year-old community-oriented savings bank, which primarily originates residential and commercial mortgage loans in the greater Los Angeles area. The Bank operates four full service branches, three in the city of Los Angeles, and one in the nearby city of Inglewood, California. Shareholders, analysts and others seeking information about the Company or the Bank are invited to write to: Broadway Financial Corporation, Investor Relations, 4800 Wilshire Blvd., Los Angeles, CA 90010, or visit our website at www.broadwayfederalbank.com.