Broadcasters Brad Goode to Join Washington Federal as Chief of Communications, Marketing and Community Relations

SEATTLE, WASHINGTON – Washington Federal, Inc. (NASDAQ: WAFD) today announced that award-winning and well-known television reporter and anchor Brad Goode will join Washington Federal as a Senior Vice President responsible for the Company’s internal and external communications, advertising, and community and investor relations.

Mr. Goode has over thirty years in the broadcast industry and has spent fifteen of those years presenting news in Seattle. Brad is currently the co-anchor of the KOMO 4 Morning and Mid-Day News, and he covers business news in the Puget Sound region with his franchise segment “Goode 4 Business.” Prior to joining KOMO, Brad anchored KING 5’s Morning News program, and from 2002-2005, Brad hosted the Morning Business show for CNBC, covering global markets and conducting interviews of CEOs and other business leaders. Previous experience in this industry includes reporting and hosting news and sports programs in Los Angeles, Minneapolis and Salt Lake City. He is also the founder of Goode News Media, a company involved in fundraising for not-for-profits, along with video content production and distribution strategy.

Washington Federal Chairman & Chief Executive Roy Whitehead said, “We are absolutely delighted to have Brad bring his talent, energy and personal brand of warmth and integrity to Washington Federal. He will undoubtedly be very effective in telling the rich story of our 100 years of helping communities thrive. We look forward to having Brad as part of our leadership team for many years to come.”

Brad believes in being active in his own community. He has a particular interest in helping those with Alzheimer’s disease and served on the board of the Western Washington chapter of the
Alzheimer’s Association for six years. He has also served as emcee, auctioneer and event host for numerous charity fundraisers, including Overlake Hospital, the Coast Guard Foundation, 5th Avenue Theater, Fred Hutchinson Cancer Research Center, Seattle Symphony, Highline Medical Center, Humane Society and Crossfire Soccer. Notably, Brad has also worked closely with the Washington Bankers Association during the past few years to promote the industry’s “Banker’s Care” campaign to feed hungry children and those in need.

Brad hails from the Detroit, Michigan area and holds an undergraduate degree from Michigan State University.

Washington Federal, Inc. is the parent company of Washington Federal N.A., a national bank that provides consumer and commercial deposit accounts, insurance products, financing for small to middle market businesses, commercial and residential real estate, including consumer mortgages and home equity lines of credit. Established in 1917, the Company operates 240 branches in Washington, Oregon, Idaho, Utah, Nevada, Arizona, Texas and New Mexico. As of June 30, 2016, the Company reported $14.8 billion in assets, $10.6 billion in deposits and $2.0 billion in stockholders’ equity.

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