



FOR IMMEDIATE RELEASE

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**EXPANSION CONTINUES AS TRI COUNTIES BANK OPENS NEW
BAKERSFIELD BRANCH INSIDE WAL-MART SUPERCENTER ON OCT. 28, 2009**

CHICO, CALIF. – (October 21, 2009) -- Chico-based Tri Counties Bank, a wholly-owned subsidiary of TriCo Bancshares (NASDAQ: TCBK) and the largest community bank in the Sacramento Valley, announced today it's second Bakersfield location will open inside the new Wal-Mart Supercenter located at 6225 Colony St. in Bakersfield on Oct. 28, 2009.

“Tri Counties Bank is positioned to offer our customers the ‘best of both worlds,’” said Richard P. Smith, president and CEO of Tri Counties Bank, “We are large enough to provide the same products and services you would find at a large financial institution, yet still nimble enough to deliver a refreshing approach to banking and the hometown, ‘know you by name’ service our customers would expect from their local community bank.”

Tri Counties Bank has been serving customers in the Bakersfield area since 1996. The bank currently operates one branch in Bakersfield.

Tri Counties Bank will celebrate its grand opening in conjunction with Wal-Mart, Ribbon cutting ceremonies begin on Wednesday, Oct. 28, 2009 at 7:30 a.m. The branch -- known as the South Panama branch -- marks the 58th branch in the Tri Counties Bank network.

Tri Counties Bank will continue to celebrate grand opening specials for the first 100 new customers who will receive a gift card to Wal-Mart with the purchase of their new Perfect Choice checking account. Additionally, Tri Counties Bank will be giving away a \$500 Wal-Mart gift card and a family 4-pack of tickets to Disneyland.

The South Panama branch will feature:

- ✓ **Open 7-Days a Week and Extended Hours** --The new branch is open Monday through Saturday from 9 a.m. to 7 p.m. and Sunday from 11 a.m. to 5 p.m. The branch is also open on most holidays.
- ✓ **Convenience and Access** -- Easily accessible and conveniently located inside the highly anticipated new Wal-Mart Supercenter.
- ✓ **Full Service Banking** -- Demonstrations are available to show customers the convenience of our ATM, Telephone Banking Center, Online Banking Center and BillPay services, all located within the branch.
- ✓ **Comfortable Amenities** -- The branch also has comfortable furnishings and private space for personal banking matters.

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TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 34-year history in the banking industry. It operates 32 traditional branch locations and 26 in-store branch locations in 23 California counties. Tri Counties Bank offers financial services and provides a diversified line of products and services to consumers and businesses, which include demand, savings and time deposits, consumer finance, online banking, mortgage lending, and commercial banking throughout its market area. It operates a network of 65 ATMs and a 24-hour, seven days-a-week telephone customer service center. Brokerage services are provided by the Bank's investment services affiliate, Raymond James Financial Services, Inc. For further information please visit the Tri Counties Bank web site at <http://www.tricountiesbank.com>.

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