



TRICO BANCSHARES

PRESS RELEASE
For Immediate Release

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TRICO BANCSHARES TO PRESENT AT THE SANDLER O'NEILL 2008 WEST COAST FINANCIAL SERVICES CONFERENCE

CHICO, Calif. – (March 7, 2008) – TriCo Bancshares (NASDAQ: TCBK), parent company of Tri Counties Bank, today announced that Richard Smith, President and Chief Executive Officer, will be a featured panelist on March 11, 2008 at the Sandler O'Neill 2008 West Coast Financial Services Conference. Mr. Smith will respond to questions from both the Sandler O'Neill moderator and the investor audience at 9:25 am Pacific time.

Attendance at the Sandler O'Neill conference is by invitation only. However, Sandler O'Neill will offer a live and archived webcast via the Internet at www.sandleroneill.com. The webcast will be available to the general public and will be archived for replay at the website for 60 days after the conference ends, beginning on March 12, 2008.

TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 33-year history in the banking industry. Tri Counties Bank operates 32 traditional branch locations and 25 in-store branch locations in 23 California counties, and as of December 31, 2007, had approximately \$1.9 billion in assets. 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 64 ATMs and a 24-hour, seven days a week telephone customer service center. Brokerage services are provided at the Bank's offices by the Bank's association with Raymond James Financial, Inc. For further information please visit the Tri Counties Bank web-site at <http://www.tricountiesbank.com>.