



PRESS RELEASE  
For Immediate Release

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TRICO BANCSHARES TO PRESENT AT KBW 9<sup>TH</sup> ANNUAL  
COMMUNITY BANK INVESTOR CONFERENCE

CHICO, Calif.-- (BUSINESS WIRE) -- July 22, 2008 TriCo Bancshares (NASDAQ:TCBK), parent company of Tri Counties Bank, today announced that Richard Smith, President and Chief Executive Officer, will be presenting at the 9<sup>th</sup> Annual KBW Community Bank Investor Conference in New York. Mr. Smith is scheduled to present on Tuesday, July 29, at 10:30 PDT. The live and archived presentation can be listened to at [http://cc.talkpoint.com/KEEF001/072908a\\_ak/](http://cc.talkpoint.com/KEEF001/072908a_ak/)

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. 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>.