



TRI COUNTIES BANK

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NEW TRI COUNTIES BANK VISALIA BRANCH OPENS JANUARY 22, 2009

Branch Design Showcases Local Photography of Visalia Landmarks

CHICO, CA – (January 16, 2009) – Tri Counties Bank, a subsidiary of TriCo Bancshares (NASDAQ: TCBK), will celebrate the opening of its new branch in Visalia located on S. Pinkham Street in the new Meyers Square shopping center owned by Earlene Meyers. The new branch is near Mary's Vineyard Shopping Center.

Tri Counties Bank formerly operated a commercial lending office on W. Main Street, but outgrew the space.

“It was time for us to expand so that we can deliver the Tri Counties Bank brand of service in a bigger, more visible retail location that is convenient to residents of the Visalia community,” said Dan Bailey, executive vice president of retail banking for Tri Counties Bank. “We are a community bank and we specialize in ‘hometown, know-you-by-name service’ combined with products that are competitive with the big banks. As we expand our presence in the Central Valley, we look forward to offering our banking services to more Visalia residents.”

The new branch features a prominent photographic mural showcasing natural and architectural Visalia landmarks, taken by local photographer, Sheree Altobelle. The bank designed the branch to reflect the local community and discovered amateur photographer Altobelle in the process. The murals include numerous iconic Visalia landmarks such as:

- Downtown Main Street Visalia
- Mearle's Drive-In
- Fruit orchards of Exeter
- Local downtown murals
- Historic Fox Theater
- Mooney Grove
- Kaweah Oaks Preserve
- Kings Canyon Park

“Altobelle's photos are an excellent representation of what we've been doing since 1999 – primarily serving the commercial lending needs of the Visalia business and agricultural communities,” said Richard P. Smith, president and CEO of Tri Counties Bank. “Tri Counties Bank has a strong retail operation throughout the Central Valley and we are excited that we now have the capability to also offer our consumer banking services to customers in Visalia.”

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Tri Counties Bank will celebrate its grand opening with a ribbon cutting ceremony conducted by the Visalia Chamber of Commerce on Thursday, Jan. 22, 2009 at 4 p.m. Refreshments will follow. Altobelle, will also be attending the grand opening as an honored guest of Tri Counties Bank.

Tri Counties Bank operates a total of 57 branches total throughout the Central Valley from the Oregon border to Bakersfield.

TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 33-year history in the banking industry. It operates 32 traditional branch locations and 23 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 63 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.

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