



# TRI COUNTIES BANK

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## **TRI COUNTIES BANK BRINGS CHAMPION BULL RIDERS TO REDDING RODEO** *Bull Riders to Sign Autographs for Public on Friday, May 18, 2007*

**CHICO, Calif. – (May 9, 2007)** – Tri Counties Bank, a wholly-owned subsidiary of TricoBancshares (NASDAQ: TCBK) will bring champion bull riders Cody Hancock, winner of the 2005 Redding Rodeo, and Jason McClain to Redding for the 59<sup>th</sup> Annual Redding Rodeo.

“We are pleased to have Tri Counties Bank sponsoring bull riding for the first time this year,” said Lee Luft, director of Marketing for the Redding Rodeo Association. “They have been a great partner to the rodeo and have gone above and beyond to generate even more excitement surrounding the bull riders.”

Hancock and McClain will make special appearances at two Tri Counties Bank branches on Friday, May 18, 2007 to rally excitement about the rodeo and sign autographs for customers and fans. The bull riders will also attend a private cocktail reception for Tri Counties Bank commercial banking customers in the Redding-area. Tri Counties Bank is planning the following activities surrounding its sponsorship of the Redding Rodeo:

- Hancock and McClain will sign autographs for the public at the Tri Counties Bank branch downtown on California Street between 7a.m.-10a.m. on Friday, May 18, 2007 following the pancake breakfast. Tri Counties Bank will provide a commemorative photo with the bull rider for those who would like their pictures taken with Hancock and McClain.
- Hancock and McClain will sign autographs for the public at the Tri Counties Bank branch on Hilltop Dr. between 11a.m. and 1p.m. on Friday, May 18, 2007. The branch will host a chili cook-off in the parking lot for all bull riding fans who attend the autograph signing. Tri Counties Bank will provide a commemorative photo with the bull rider for those who would like their pictures taken with Hancock and McClain.

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- Tri Counties Bank is participating in the Rodeo Week Asphalt Cowboy Decorating Contest and all Redding-area branches will be decorated to the theme “Redding Boomtown Days.”
- Tri Counties Bank is hosting a contest to give away 20 Rodeo tickets for Thursday and Saturday. Enter-to-win at any Tri Counties Bank branch in the Redding-area.
- Tri Counties Bank is also offering free checking for life and special pricing on Money Market Investment accounts in honor of the Redding Rodeo.

“We are thrilled about our partnership with the Redding Rodeo Association and chose to support bull riding because it is one of the most popular events at the rodeo,” said Cher Matthews, vice president and regional manager for Tri Counties Bank. “We are also excited to invite the community to come into our branches, meet the bull riding champions and get involved in the fun of Rodeo Week.”

About Cody Hancock: Cody Hancock, a 31-year-old bull rider from Taylor, Ariz., is currently ranked 24<sup>th</sup> in the world standings for bull riding. He is the 2000 world championship bull rider and has qualified for national finals rodeo four times (2000-2002, 2004). His 2006 career highlights include winning the average title at Rodeo Houston; Co-champion of the Helzapoppin’ Pro Rodeo Circuit Association (PRCA) in Buckeye, Ariz; and winner of the Wrangler Pro Rodeo Tour Round and average titles at Rodeo Austin (Tex.) where he was the high point money winner.

About Jason McClain: Jason McClain, a 30-year-old from Lewis, Colo., is currently ranked 13<sup>th</sup> in the world. His 2006 career highlights include winning the Dodge Xtreme Bulls Ride Hard Tour stop in Tulsa, Okla.; won the first round with an 85-point ride on Andrews Rodeo's Culpepper and won the Dodge Championship Round with a 94 on Cervi & Guidry's Hot Damn. He also won the Fiesta Days Rodeo (Cave Creek, Ariz.); the Wrangler ProRodeo Tour Round and average title at the Laughlin (Nev.) River Stampede; and the Yuma (Ariz.) Jaycees Silver Spur Rodeo.

*TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 32-year history in the banking industry. Tri Counties Bank operates 32 traditional branch locations and 22 in-store branch locations in 22 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 62 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>.*

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