



**FOR IMMEDIATE RELEASE**

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**THIRD BAKERSFIELD TRI COUNTIES BANK BRANCH  
“OPEN FOR BUSINESS” ON MARCH 17, 2010**

**CHICO, CALIF. – (March 10, 2010)** -- 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 its third Bakersfield location will open inside the new Walmart Supercenter located at 5075 Gosford Rd. in Bakersfield on Mar. 17, 2010.

“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 will celebrate its grand opening in conjunction with Walmart. The Walmart ribbon cutting ceremonies begin on Wednesday, Mar. 17, 2010 at 8 a.m. and the bank’s ribbon cutting will follow immediately after. The branch -- known as the Gosford branch -- marks the 58<sup>th</sup> branch in the Tri Counties Bank network.

Tri Counties Bank has been serving customers in the Bakersfield area since 1996. The Gosford branch is an example of Tri Counties Bank’s philosophy to offer banking services in grocery stores that are convenient, customer-friendly and allow customers to “bank where they shop.”

“Our partnership with Walmart is an effective way for Tri Counties Bank to expand in the Bakersfield community and introduce residents to our bank in a supermarket where they are already doing their shopping,” said Dan Bailey, executive vice president of Retail Banking for Tri Counties Bank. “People with busy lifestyles appreciate the seven-day a week access and one-stop-shopping with their grocery store and bank under one roof.”

Tri Counties Bank will continue to celebrate with grand opening specials for the first 300 new customers who will receive a gift card to Walmart with the opening of a checking account. Additionally, Tri Counties Bank will be giving away a \$500 Walmart gift card.

The Gosford 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 Walmart 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.

*TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 35-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 66 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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