



FOR IMMEDIATE RELEASE

CONTACT: Nicole Johansson
Marketing Manager
530-332-2333 (wk)
530-990-0383 (cell)
nicolejohansson@tcbk.com

**TRI COUNTIES BANK OPENS 10TH SACRAMENTO-AREA BRANCH
INSIDE NEW BEL AIR IN NORTH NATOMAS**

CHICO, CA – (April 6, 2006) – Demonstrating the value of “service meeting convenience,” Tri Counties Bank, a subsidiary of TriCo Bancshares (NASDAQ: TCBK), will open its 10th Sacramento-area branch in North Natomas on Wednesday, April 12, 2006.

Conveniently located off the Arena Blvd exit of Interstate 5, the branch is *inside* the new Bel Air supermarket in the Market West Shopping Center and will provide shoppers with access to their bank 7-days a week. The grand opening marks Tri Counties Bank’s second location in the North Natomas neighborhood.

The bank will celebrate its grand opening in conjunction with Bel Air, offering festivities throughout the day and culminating in a ribbon cutting ceremony at 5:30 p.m. A family- focused event will take place on Saturday, April 15. The event will include gourmet food offerings, prizes and giveaways in a format that allows families to visit and enjoy the new addition to the Natomas community. Children are invited to have a free Easter photo taken with the “Bel Air Bunny.”

“Our partnership with Bel Air is an effective way for Tri Counties Bank to enter new communities and introduce residents to our bank in a supermarket where they are already planning to do their shopping,” said Andrew Mastorakis, executive vice president of Retail Banking for Tri Counties Bank. “We provide the access and convenience you expect from a big bank, with the service you would expect from your community bank... all under the roof of your grocery store.”

The North Natomas branch is yet another example of Tri Counties Bank’s philosophy to offer banking services in retail stores that are convenient, customer-friendly and allow customers to “bank where they shop.” The first 300 new customers at this branch will receive an exclusive charter package offer including FREE checking and free checks for life, exclusive rates on savings and investment products, as well as premium pricing for equity lines of credit.”

The Arena branch will also feature:

- ✓ **Open 7-days a Week** – Tri Counties Bank has the longest operating hours of any bank in North Natomas. The new branch is open Monday through Saturday from 9 a.m. to 8 p.m. and Sunday from 11 a.m. to 5 p.m. The branch is also open on most holidays.
- ✓ **Access and Convenience** -- Easily accessible and conveniently located inside the highly anticipated new Bel Air.

- ✓ **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 a private office for personal banking matters.
- ✓ **Preferred Banking Benefits** -- Tri Counties Bank will offer numerous activities and grand-opening specials, including personal checking, savings and money market account promotions, special rates on CDs and special rates on home equity products.

“Tri Counties Bank is eager to contribute to the financial well-being of those who live in the North Natomas community,” said Richard P. Smith, president and CEO of Tri Counties Bank. “The fun and dynamic environment of North Natomas gives the neighborhood an urban feel that is great for your professionals and makes the area an attractive place to live and do business.”

Tri Counties Bank expansion plans include three additional Sacramento-area branches opening in summer 2006.

For further information about Tri Counties Bank, contact 1-800-922-8742 or visit www.tricountiesbank.com.

TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 31-year history in the banking industry. It operates 32 traditional branch locations and 18 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 58 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, Inc. For further information please visit the Tri Counties Bank web site at <http://www.tricountiesbank.com>.

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