



TRI COUNTIES BANK

Your Community. Your Bank.™

FOR IMMEDIATE RELEASE

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TRI COUNTIES BANK TO RING NASDAQ OPENING BELL
*Bank Becomes First California Company Headquartered North of Sacramento
to Ring Opening Bell*

CHICO, CALIF. – (July 11, 2006) – Tri Counties Bank, a subsidiary of Trico Bancshares (NASDAQ: TCBK), will become the first California company headquartered north of Sacramento ever to ring the NASDAQ opening bell. The Chico, Calif.-based bank with nearly 2 billion in assets is also one of the smallest companies ever to ring the opening bell.

“When NASDAQ offered us a chance to ring the opening bell, we jumped at the opportunity,” said Rick Smith, president and CEO of Tri Counties Bank. “It’s an honor and a proud moment for a company that started with \$1 million in capital.”

Smith, along with three members of Tri Counties Bank’s executive management team and chairman of the board, will fly to New York City to be part of the ceremonious event on Thursday, Sept. 21 2006. The opening bell is broadcast on national television every weekday morning. The bell ringing is held at the NASDAQ media center on Time Square. Tri Counties Bank has been publicly traded on NASDAQ since 1993.

“If someone had invested \$1,000 in the bank at its inception in 1975, those shares would be worth more than \$80,000 today,” Smith said. “Over the years our customers continue to bank with us and purchase stock in TriCo Bancshares. Anyone who wants to become a shareholder in our Northern California-based bank can buy our stock.”

Tri Counties Bank started in a trailer in Chico on Mar. 11, 1975. At the time, interest rates were at 14 percent and the U.S. was in the middle of a recession. Farmers and business owners in the Chico-area were having trouble getting financing to keep going. In response, a group of local business owners in Chico came together with \$1 million in capital to start their own bank and help the local growers.

Today, 31 years later, Tri Counties Bank operates 53 branches spanning California’s Central Valley from the Oregon boarder to Bakersfield. The bank operates 32 traditional branches and 21 grocery store branches through partnerships with retailers such as Raley’s and Wal-Mart Supercenters.

Tri Counties Bank Rings NASDAQ Opening Bell

“Our retail partnerships are an effective way for Tri Counties Bank to enter new communities and introduce residents to our bank in a supermarket where they are already doing their shopping,” said Andrew Mastorakis, 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.”

Currently, Tri Counties Bank is focused on growth and expansion. The bank has been aggressively opening new branches throughout the Sacramento Valley. Five of 8 new locations that were planned for 2006 have already opened. An additional three locations will open in Elk Grove in August (inside Raley’s), American Canyon in September (inside Wal-Mart Supercenter) and West Sacramento in December (inside Wal-Mart Supercenter).

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 21 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 61 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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