



# TRICO BANCSHARES

PRESS RELEASE  
For Immediate Release

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## TRICO BANCSHARES TO PARTICIPATE IN KBW CONFERENCE

CHICO, Calif. – (July 27, 2007) – TriCo Bancshares (NASDAQ: TCBK), parent company of Tri Counties Bank, today announced that Richard Smith, President and Chief Executive Officer, is scheduled to make a presentation on Tuesday, July 31, 2007 at the KBW Eighth Annual KBW Community Bank Investor Conference in New York sponsored by Keefe, Bruyette & Woods, Inc. (“KBW”) at 2:00 p.m. Eastern time. Mr. Smith will discuss the Company’s business strategy and financial trends, and he will be available for questions from the conference attendees.

Attendance at the KBW conference is by invitation only. However, KBW will offer a live and archived webcast via the Internet at [www.kbw.com](http://www.kbw.com). This webcast can also be located at [www.tcbk.com](http://www.tcbk.com).

TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 31-year history in the banking industry. Tri Counties Bank operates 32 traditional branch locations and 23 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>.