



**FOR IMMEDIATE RELEASE**

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### **TRI COUNTIES BANK OPENS FIRST BRANCH IN ELK GROVE INSIDE NEW RALEY'S**

**CHICO, CA – (August 3, 2006)** – Tri Counties Bank, a subsidiary of Trico Bancshares (NASDAQ: TCBK), will open its first branch in Elk Grove on Wednesday, August 9, 2006 *inside* the new Raley's supermarket.

The branch is located at the intersection of Elk Grove and Franklin Boulevards in the Raley's Center of Elk Grove Laguna Reserve.

“Our partnership with Raley's 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 doing 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 of your community bank.”

The Elk Grove branch is an example of Tri Counties Bank's philosophy to offer banking services in Raley's stores that are convenient, customer-friendly and allow customers to “bank where they shop.” Schedules of grand opening events are as follows:

Wednesday, Aug. 9:

8 a.m. -- Tri Counties Bank officially opens to customers

8 a.m.- 5 p.m. – Special giveaways throughout the day

5:30 p.m. – Tri Counties Bank Ribbon Cutting Ceremony

5 p.m. – 8:30p.m. - Tri Counties Bank will participate in Raley's family-focused “*Grillin' in the Grove*” event. Festivities will include cooking demonstrations, product sampling, prizes and free giveaways.

Tri Counties Bank will continue to celebrate throughout the weekend with grand opening specials. The first 300 new customers at this branch will receive an exclusive charter checking offer including free checking and free checks for life, exclusive rates on savings and investment products, as well as premium pricing for home equity lines of credit. Additionally, Tri Counties Bank will be giving away a \$250 Raley's gift card every week during the month of August.

The Elk Grove branch will feature:

- ✓ **Open 7-Days a Week** – Tri Counties Bank has the longest operating hours of any bank in Elk Grove. 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.

- ✓ **Convenience and Access** -- Easily accessible and conveniently located inside the highly anticipated new Raley's store.
- ✓ **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 serve the banking needs of the Elk Grove community," said Richard P. Smith, president and CEO of Tri Counties Bank. "The growth the area is experiencing combined with the high quality of life make Elk Grove an attractive place to live and do business."

***For further information about Tri Counties Bank, contact 1-800-922-8742 or visit [www.tricountiesbank.com](http://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 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 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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