



TRI COUNTIES BANK

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FOR IMMEDIATE RELEASE

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TRI COUNTIES BANK TO OPEN BRANCH INSIDE NEW MODESTO RALEY'S ON AUGUST 29, 2007

CHICO, CA – (August 22, 2007) – Tri Counties Bank, a subsidiary of TriCo Bancshares (NASDAQ: TCBK), will open its 2nd branch in the Modesto-area *inside* of the new Raley's in the highly anticipated Village One shopping center.

The branch is located at the intersection of Floyd Ave and Roselle. The Modesto Village One branch is the second of three new Tri Counties Bank branches planned to open in 2007.

“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 already do their shopping,” said Dan Bailey, executive vice president of Retail Banking for Tri Counties Bank. “We provide the access and convenience you expect from a big bank, with the level of service you expect from your community bank.”

The Modesto Village One 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.”

“We are happy to offer additional in-store services to Modesto customers through our partnership with Tri Counties Bank. Customers will soon enjoy the convenience of shopping and banking at their neighborhood Raley's store,” said Amy Johnston, spokesperson for Raley's.

The Bank will celebrate its grand opening in conjunction with Raley's, offering festivities throughout the day and culminating in a ribbon cutting ceremony on Wednesday, August 29, 2007 at 3:00 p.m.

Wednesday, Aug. 29:

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

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

3:00 p.m. – Tri Counties Bank Ribbon Cutting Ceremony

5 p.m. – 8:30p.m. - Tri Counties Bank will participate in Raley's family-focused festivities, including cooking demonstrations, product sampling, prizes and free giveaways.

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Tri Counties Bank
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Tri Counties Bank will continue to celebrate throughout Labor Day weekend with grand opening specials. The first 500 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 for a month.

The Modesto branch will feature:

- ✓ **Open 7-Days a Week and Extended Hours** – Tri Counties Bank has the longest operating hours of any bank in Modesto. 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 private space 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 Modesto 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 Modesto 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.

TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 32-year history in the banking industry. It operates 32 traditional branch locations and 23 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 63 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.

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