



TRI COUNTIES BANK

Your Community. Your Bank.™

FOR IMMEDIATE RELEASE
CHICO, CALIF. – (Sept. 18, 2006)

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****MEDIA ADVISORY****

NORTHERN CALIFORNIA-BASED TRI COUNTIES BANK TO RING NASDAQ OPENING BELL ON SEPT. 21

WHAT: Tri Counties Bank, a subsidiary of Trico Bancshares (NASDAQ: TCBK), will become one of the first California companies headquartered north of Sacramento to preside over The NASDAQ Stock Market Opening Bell on September 21st 2006.

WHO: Rick Smith, Tri Counties Bank president/CEO along with three members of Tri Counties Bank's executive management team, board members and family members will fly to New York City to be part of the ceremonious event. Tri Counties Bank has been publicly traded on NASDAQ since 1993. When asked about ringing the bell Smith said, "It's an honor and a proud moment for a company that started with \$1 million in capital." Tri Counties Bank started in a trailer in Chico, Calif. 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.

WHEN: Thursday, Sept. 21
6:30 a.m. PST/ 9:30 a.m. EST

WHERE: NASDAQ MarketSite, 4, Times Square

SATALLITE COORDINATES: The opening bell is available from 9:20 a.m. to 9:35 a.m. on uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can also be found on Waterfront fiber 1623.

INTERVIEW REQUESTS: Please contact Nicole Johansson at Tri Counties Bank if you would like to receive a photo of the Tri Counties Bank NASDAQ opening or if you would like to book a satellite interview with Rick Smith, president/CEO

PHOTO REQUESTS: Please contact Nicole Johansson at Tri Counties Bank to receive an electronic photo of our NASDAQ opening.

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