



TRI COUNTIES BANK

Bank at the speed of life.

FOR IMMEDIATE RELEASE

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TRI COUNTIES BANK TO OPEN BRANCH INSIDE NEW AMERICAN CANYON WAL-MART ON SEPT. 19, 2007

CHICO, CA – (DATE FOR RELEASE) – Tri Counties Bank, a subsidiary of TriCo Bancshares (NASDAQ: TCBK), will open its first branch in American Canyon *inside* of the new the Wal-Mart on N. Main Street in the new Napa Junction Shopping Center.

“The opening of our American Canyon branch inside the new Wal-Mart Supercenter is an opportunity for us to deliver the Tri Counties Bank brand of service in locations that are convenient to residents of the local community,” 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.”

Tri Counties Bank will celebrate its grand opening in conjunction with Wal-Mart, offering festivities throughout the day and culminating in a ribbon cutting ceremony on Wednesday, Sept. 19, 2007 at 10 a.m.

"Wal-Mart is pleased to include Tri Counties Bank among the more than 300 independent financial institutions who operate more than 1,100 branches in our stores across the country," said Gary Withrow, Wal-Mart director leasing operations. "The newest Tri Counties Bank branch in American Canyon is a great addition to the one-stop convenience that our customers appreciate in all our Supercenters."

The American Canyon branch will feature:

- ✓ **Open 7-Days a Week and Extended Hours** – Tri Counties Bank has the longest operating hours of any bank in American Canyon. 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 Wal-Mart 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 will offer numerous activities and grand-opening specials, including personal and business checking account promotions, special rates on CDs, home equity products, and business products.

“Tri Counties Bank is positioned to offer our customers the ‘best of both worlds,’” said Richard P. Smith, president and CEO of Tri Counties Bank, “We are large enough to provide the same products and services you would find at a large financial institution, yet still nimble enough to deliver a refreshing approach to banking and the hometown, ‘know you by name’ service our customers would expect from their local community bank.”

Tri Counties Bank operates a total of 57 branches total throughout the Central Valley from the Oregon border to Bakersfield.

Tri Counties Bank will continue to celebrate grand opening specials for the first 500 new customers who 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 Wal*Mart gift card every week for a month.

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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