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**TRI COUNTIES BANK “GOES MOBILE”
New Mobile Banking Service Gives Customers the Freedom to Bank Anywhere**

CHICO, CALIF -- (Aug. 12, 2009) – Tri Counties Bank, a subsidiary of Trico Bancshares (NASDAQ: TCBK), announced today that the bank is now offering mobile banking service to its customers.

According to a 2007 consumer survey by Celent, bank customers strongly desire the ability to access accounts, receive 2-way alerts and conduct transactions using their mobile phones.

- 73% of consumers want to see account balance information on mobile phones. (Celent, 2007)
- 53% of consumers want to see account transaction history on mobile phones.(Celent, 2007)
- 43% of mobile phone users are likely to use alerts about their account information. (Celent, 2007)

“The time is right for mobile banking. With over 238 million mobile U.S. subscribers, mobile phones are more universal and are readily available at any time.” said Rick Smith, president/CEO of Tri Counties Bank. “There is a growing customer demand and numerous factors which will facilitate the success of mobile banking. We are embracing this technology because it is an important service for our customers who want to access their bank from anywhere.”

To use mobile banking, all a customer needs is a mobile phone or a Smart phone with text messaging capabilities or web-enabled service. Mobile banking provides customers with the same conveniences of online banking, the difference is the ability to view accounts from anywhere – on the bus, at the beach, in the mall. To check an account balance before swiping a debit card, there's no need to pull out a laptop or look for a Wi-Fi hotspot. Just flip open a mobile device.

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Mobile banking is a safe and secure way to bank. All account information is encrypted and stored on a server, not on individual phones. Mobile banking features include:

- View account balances
- Check transaction history
- Transfer funds between accounts
- Set up alerts via text message

Mobile banking is free for Tri Counties Bank customers! To enroll or take a test drive, go to www.tricountiesbank.com/mobile.

TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 34-year history in the banking industry. It operates 32 traditional branch locations and 25 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 64 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 contact 1-800-922-8742 or visit the Tri Counties Bank web site at <http://www.tricountiesbank.com>.

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