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FOR IMMEDIATE RELEASE

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**TRICO BANCSHARES TO PARTICIPATE AT KEEFE BRUYETTE & WOODS
2014 COMMUNITY BANK CONFERENCE**

- What:** TriCo Bancshares is scheduled to participate at the Keefe Bruyette & Woods 2014 Community Bank Conference being held Tuesday, July 29 and Wednesday, July 30, 2014 in New York City.
- Who:** Rick Smith, President and CEO of Trico Bancshares (NASDAQ:TCBK), parent company of Tri Counties Bank. Smith has served as President, CEO, and a Director of Tri Counties Bank and TriCo Bancshares since 1999. He began serving the bank in 1993 as VP of-Supermarket Banking and served in various capacities until appointed CEO. He served as the Chairman of the CBA Board from May 2010 to May 2011 and has served on their Executive and PAC Committees. Mr. Smith was born and raised in Northern California and graduated from California State University in Sacramento.
- When:** Smith is scheduled to present to investors on **July 29th at 9:30am EST.**
- Where:** Both a link to a webcast of the audio and the paper presentation will be available on TriCo's website at www.tricountiesbank.com under the section entitled "Investor Relations" from July 29, 2014 until October 30, 2014.

For recent TriCo Bancshares news, including earnings information, please visit our website at <http://www.tcbk.com/tcb/index.cfm/about/media-relations/press-releases/>

About Tri Counties Bank

Established in 1975, Tri Counties Bank is a wholly-owned subsidiary of TriCo Bancshares (NASDAQ: TCBK) headquartered in Chico, California. It now operates 41 traditional branch locations, 19 in-store branch locations and a network of 66 ATMs in 23 California counties, in addition to providing online and mobile banking access. The bank serves individuals, families and business in communities throughout Northern and Central California with a breadth of financial services including checking and savings accounts, consumer lending, home loans, commercial financing and cash management (treasury) services. Brokerage services are provided by the Bank's investment services through affiliation with Raymond James Financial Services, Inc. For further information visit the Tri Counties Bank website at <http://www.tricountiesbank.com> # # #