



MEDIA CONTACT:

TriCo Bancshares

Richard P. Smith, President and Chief Executive Officer

(530) 898-0300

FOR IMMEDIATE RELEASE

February 24, 2014

**TRICO BANCSHARES ANNOUNCES THE APPOINTMENT OF MICHAEL P. MURPHY
AS VICE PRESIDENT, MARKETING DIRECTOR EFFECTIVE JANUARY 13, 2014**

CHICO, CALIF. – (February 24, 2014) – TriCo Bancshares (Nasdaq:TCBK) (the "Company"), parent company of Tri Counties Bank (the "Bank"), announced that effective Monday, January 13, 2014, Michael P. Murphy became the Company's Vice President, Marketing Director.

Murphy began his professional career in market research and account management in San Francisco at the advertising agency of Foote, Cone and Belding. He then spent over 19 years through 2006 with Santa Barbara Bank & Trust/Pacific Capital Bancorp as their SVP/ Marketing Director. During his tenure, the bank grew from a local bank with assets of \$400M to a \$7B network of preferred community banks, while remaining highly admired for its consistently strong financial results and commitment to the customers and communities it served. While at SBB&T, Murphy assembled a high performing marketing team that, aside from merger activities, organically tripled brand awareness and market share to become the region's number one used and highest customer service rated financial institution serving the consumer, small business, commercial and wealth management markets.

For the past seven years Murphy has been a small business entrepreneur and marketing consultant. He holds an undergraduate degree in marketing from Santa Clara University, and he graduated first in his class at the University of Washington's Pacific Coast Banking School.

"His combination of marketing experience, banking experience, and small business owner experience, makes Michael an outstanding choice for our Marketing Director," stated Richard P. Smith, President and Chief Executive Officer of Tri Counties Bank.

Murphy observed that, "While rightfully proud of its history, I quickly noticed that Tri Counties is also eager for market-driven change. I am thrilled to be working with this prudent, yet forward thinking leadership. I fully expect Tri Counties Bank to become a state-wide recognized brand of financial services excellence."

In his new role at the bank, Murphy will be responsible for the full spectrum of marketing strategic planning, research, data-analytics, communications and product management support.

Forward-Looking Statements

This press release may contain forward-looking statements about the Company, including management's current expectations about and objectives for the Company's future financial results, business prospects, business developments and operations and forecasts of its revenues, earnings or other measures of economic performance. Forward-looking statements are subject to risks and uncertainties that may include but are not necessarily limited to fluctuations in interest rates and monetary policy established by the Federal Reserve, inflation, government regulations, general economic conditions, competition within the business areas in which the Company is conducting its operations, including the real estate market in California, and other factors beyond the Company's control. Such risks and uncertainties could cause results for subsequent interim periods or for the entire year to differ materially from those indicated. For a discussion of factors that could cause results to differ, please see the Company's reports on Forms 10-K and 10-Q as filed with the Securities and Exchange Commission and the Company's press releases. Readers should not place undue reliance on the forward- looking statements, which reflect management's view only as of the date hereof. The Company undertakes no obligation to publicly revise these forward-looking statements to reflect subsequent events or circumstances.

About Tri Counties Bank

TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 38-year history in the banking industry. It operates 41 traditional branch locations and 22 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 69 ATMs and an automated Customer Service Department, available 24 hours a day, seven days a week. 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 web site at <http://www.tricountiesbank.com>

###