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FOR IMMEDIATE RELEASE

July 24, 2013

**TRICO BANCSHARES ANNOUNCES THE APPOINTMENT OF GLENN HUNTER,
NAMED SENIOR VICE PRESIDENT, CHIEF HUMAN RESOURCES OFFICER EFFECTIVE JULY 22, 2013**

CHICO, CALIF. – (July 24, 2013) – TriCo Bancshares (Nasdaq:TCBK) (the "Company"), parent company of Tri Counties Bank (the "Bank"), announced that effective Monday, July 22, 2013, Glenn Hunter became the Company's Senior Vice President, Chief Human Resources Officer. Hunter will be the newest addition to the senior management team of Tri Counties Bank. Hunter comes to the position with 25 years of banking and financial services experience including Obopay, TSYS Acquiring Solutions (TSYS) and HSBC. Most recently, Hunter served as the Senior Vice President, Global Human Resources with Obopay, a mobile banking and e-Commerce company. He led the Human Resources, Training and Corporate Services functions at TSYS, and held numerous HR roles at HSBC. Hunter began his financial services career with HSBC in retail banking prior to moving into Human Resources.

In commenting on his new role, Hunter stated, "I'm excited to be at Tri Counties, and I am looking forward to contributing to the continuing success of the bank. This is a dynamic period within the banking and financial services industry, and I am very pleased to be a part of this management team."

Richard P. Smith, President and Chief Executive Officer for the Company and the Bank said, "Glenn's strong background in financial services and his experience in human resources at larger banking companies will provide key leadership in this critical area of our bank. Our business success is directly related to our strong team of professional bankers and Glenn is eager to support this dedicated and talented staff."

In his new role at the bank, Hunter will be responsible for the full spectrum of Human Resources services, and all Training and Leadership Development activities.

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 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 72 ATMs and a 24-hour, seven days-a-week telephone customer service center. 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>.

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