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FOR IMMEDIATE RELEASE

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**TRICO BANCSHARES TO PARTICIPATE AT KEEFE BRUYETTE & WOODS
2013 COMMUNITY BANK CONFERENCE**

- What:** TriCo Bancshares is scheduled to participate at the Keefe Bruyette & Woods 2013 Community Bank Conference, being held July 30-31, 2013, at the Marriott Marquis 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 30th at 9:30am EST.**
- Where:** An audio link to this webcast will be available at www.tricountiesbank.com from July 30 through August 30, 2013.

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

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 affiliate, Raymond James Financial Services, Inc. For further information visit the Tri Counties Bank web site at <http://www.tricountiesbank.com>.

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