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**TRICO BANCSHARES TO PRESENT AT 10TH ANNUAL
KBW COMMUNITY BANK INVESTOR CONFERENCE**

CHICO, Calif.-- (July 27, 2009) -- TriCo Bancshares (NASDAQ:TCBK), parent company of Tri Counties Bank, announced today that Richard Smith, President and Chief Executive Officer, will present at the 10th Annual KBW Community Bank Investor Conference in New York. Smith is scheduled to present on Wednesday, July 29, at 12:00 pm PDT. The live and archived presentation can be listened to at <http://www.kbw.com/news/conferences.html>. Additionally, the live presentation will also be available at www.tricountiesbank.com.

For further information about Tri Counties Bank, contact 1-800-922-8742 or visit www.tricountiesbank.com.

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 visit the Tri Counties Bank web site at <http://www.tricountiesbank.com>.

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