



TRI COUNTIES BANK

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BANK INVESTMENT CONSULTANT TOP 50 LIST **RANKS TRI COUNTIES BANK INVESTMENT REPRESENTATIVE**

CHICO, CALIF. – (February 12, 2008) – Dan L. Bay, Vice President, Tri Counties Bank Investment Services and Branch Manager, Raymond James Financial Services, Inc., (member FINRA/SIPC), received national recognition as one of the *Bank Investment Consultant magazine* “Top 50 Bank Reps” for 2007. Every year the magazine conducts an exhaustive national review of bank financial advisors and identifies those who have achieved a high level of excellence in their field. Bay is ranked at number 37 for 2008. He has been included in review for the past 3 years.

“It is an honor for Dan and Tri Counties Bank to be listed in this elite group of financial advisors,” said Richard P. Smith, president and CEO of Tri Counties Bank. “It says a lot about our community bank and the quality of service we provide our customers to have the leader of our investment group ranked among the top financial advisors in the United States.”

Bay has been with Tri Counties Bank for 23 years and has over 27 years of financial services experience. He specializes in pre and post retirement planning.

During his 6 year tenure as a Raymond James financial advisor, Bay has been a member of the Raymond James Advisory Counsel and has been recognized by Raymond James as one of the “Best of the Best.” He was awarded to the Leaders Counsel in 2002, 2003, 2005, 2006 and 2007.

As an active member in the Chico community, Dan is currently a member of the Chico Sunrise Rotary Club. He currently resides in Chico with his wife, Reba, Dan can be reached at the Tri Counties Bank branch on Mangrove Ave. in Chico or by calling 530-898-0415.

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Raymond James Financial (NYSE-RJF) is a Florida-based diversified holding company providing financial services to individuals, corporations and municipalities through its subsidiary companies. Its three wholly owned broker/dealers, Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd., have more than 4,600 financial advisors serving approximately 1.6 million accounts in 2,200 locations throughout the United States, Canada and overseas. In addition, total client assets are currently over \$195 billion, of which approximately \$34.6 billion are managed by the firm's asset management subsidiaries. Securities and Investment Advisory Services are offered through Raymond James Financial Services, Inc. Member FINRA/SIPC. Not FDIC insured. Not Guaranteed by Tri Counties bank or any other federal government agency. Subject to risk and may lose value.

TriCo Bancshares and Tri Counties Bank are headquartered in Chico, California. Tri Counties Bank has a 32-year history in the banking industry. Tri Counties Bank 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 65 ATMs and a 24-hour, seven days a week telephone customer service center. Brokerage services are provided at the Bank's offices by the Bank's association with Raymond James Financial, Inc. For further information please visit the Tri Counties Bank web-site at <http://www.tricountiesbank.com>.

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