

## Our story. Our promise.

From a single bank on a tree-lined street in Chico, Tri Counties Bank has grown to 67 branches serving communities from Bakersfield to the Oregon Border, from the Sierra Nevada to the wild north coast, with assets over \$2.5 billion.

We've always been a California-grown bank, focused on California communities and businesses—not part of a global banking giant. That's something we're very proud of. Our banking philosophy springs from a simpler time, when relationships meant something and wisdom was shared between friends to help others live a better life.

How has Tri Counties remained strong and profitable? A top-down commitment to responsible lending and sound business practices. Plus a dedication to service, convenience, and technology, including online and mobile banking, supermarket branches open seven days a week, and a 24-hour telephone banking center.

But we know that our success is really based on our presence in the towns and cities we serve. We've always treated customers the way we want to be treated. Which makes sense, because we live here too. You may recognize us at baseball games and local eateries, skiing in the mountains, boating on the lakes, and fishing the local streams. The personal touch comes naturally to us.

