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**TRI COUNTIES BANK ANNOUNCES “SUPPORT A CHAMPION” PARTNERSHIP
WITH DISABLED SPORTS USA, FAR WEST CHAPTER**

CHICO, CALIF. -- (February 1, 2010) -- Chico-based Tri Counties Bank, a wholly-owned subsidiary of TriCo Bancshares (NASDAQ: TCBK), announced today the bank has entered a partnership with Disabled Sports USA, Far West Chapter (Disabled Sports) as part of the bank’s sponsorship of the 2010 Winter Olympic Games.

For every new Perfect Choice Checking account opened through the month of February, Tri Counties Bank will make a \$5 donation to “Support a Champion” through Disabled Sports.

“Disabled Sports is fortunate to partner with Tri Counties Bank to make the world a better place for people with disabilities. Together, we will have a powerful and positive impact on the lives of children and adults with disabilities and soldiers disabled in Iraq and Afghanistan,” said Doug Pringle, president of Disabled Sports.

Headquartered in Citrus Heights, Calif., Disabled Sports, Far West is the founding chapter of Disabled Sports USA, the nation’s largest nonprofit multi-sport and multi-disability organization. The organization leads the way in adaptive sports and recreation for people with disabilities.

Disabled Sports winter sports programs are open daily from December 18, 2009 through April 17, 2010. Snow sports instruction programs take place at the [Disabled Sports Program Center](#) at Alpine Meadows Resort in the North Lake Tahoe area of Northern California. Instructors are certified by the Professional Ski Instructors of America. These trained volunteers make skiing or snowboarding possible for anyone with physical, cognitive or developmental disabilities.

Disabled Sports has a specific program designed to help U.S. military soldiers who have been injured in combat and uses sports rehabilitation to help these soldiers adapt to their disability. Many of the year-round programs offered by Disabled Sports are available to participants at various locations throughout the Sacramento Valley.

“There are many champions in all of our local communities. Tri Counties Bank is committed to serving local individuals with special needs, and our partnership with Disabled Sports helps to solidify our mission as a community bank and illustrates the pride and patriotism that is associated with Olympic Games,” said Rick Smith, president/CEO of Tri Counties Bank.

Tri Counties Bank is a proud sponsor of the local 2010 Winter Olympic Games on NBC affiliates KCRA-TV, Ch. 3 in Sacramento/Modesto and KNVN-TV, Ch. 24 in Chico/Redding.

For more information on Disabled Sports visit www.disabledsports.net or call (916) 722-6447
(916) 722-6447

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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