

## Clairmail to Power Tri Counties Bank Mobile Banking

*New Mobile Banking Solution Will Enable Customers to Access Account Information From Anywhere at Any Time*



**NOVATO, Calif., September 1, 2009** — Clairmail, Inc., the leader in proactive mobile banking and payment solutions, today announced that Tri Counties Bank, a subsidiary of TriCo Bancshares (NASDAQ: TCBK), has selected Clairmail to power its new mobile banking technology. Tri Counties Bank launched the new service for its customers in July 2009.

Tri Counties Bank customers can now access their accounts and receive personalized text alerts via their mobile devices, empowering them with greater control over all aspects of their personal finances. Customers are able to check account balances, transfer funds and view transaction history over SMS and mobile web using any mobile device. Customers can also define their preferences for alert triggers (dollar thresholds or event occurrences that activate alerts) and frequency (when and how often alerts are received).

"Our customers today want immediate access to their financial information and we are committed to providing mobile services that are convenient, reliable and easy-to-use," said Richard Smith, President and CEO of Tri Counties Bank. "Mobile provides a new channel for us to interact with our customer base, enables us to extend the reach of our banking services, and ultimately, grow our business."

Tri Counties Bank, with more than \$2 billion in assets, has been serving customers in the California Valley for 34 years, with 32 traditional branch locations and 25 in-store branch locations.

"Consumers receive tremendous value from being able to immediately access critical account information and receive financial alerts directly on their mobile devices, particularly in today's economic environment," said Pete Daffern, CEO of Clairmail. "Clairmail's alerts enable Tri Counties Bank to proactively engage with their customers to strengthen those relationships and build loyalty."

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### **About Tri Counties Bank**

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 contact 1-800-922-8742 or visit the Tri Counties Bank web site at <http://www.tricountiesbank.com>.

### **About Clairmail**

Clairmail is the leading provider of proactive mobile solutions for banking, payment and card services, driving new levels of customer trust and loyalty, facilitating cross-sell and enabling near term, measurable cost savings. Financial institutions of all sizes can now take command of customer interactions through the use of actionable alerts, workflows and personalized touch across multiple mobile channels, all via a single integrated platform. Clairmail maximizes mobile adoption, leverage and ROI through its unified, simple approach to mobile banking -- regardless of the mix of mobile devices, carriers or back-end financial systems. Founded in 2004, Clairmail is headquartered in Novato, Calif. For more information call (415) 884-7270 or visit [www.clairmail.com](http://www.clairmail.com).

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