



**BANK
OF THE
SIERRA**

FOR IMMEDIATE RELEASE

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**Bank of the Sierra: New Farmersville Branch
Early 2010 Opening**

PORTERVILLE, CA — Bank of the Sierra is pleased to announce a new branch location in Farmersville that is scheduled open in early 2010. The branch is located at 400 West Visalia Road and will be Bank of the Sierra’s 25th branch in central California.

“Since our beginning in 1977, we have endeavored to provide superior service and innovative products within a positive, constructive teamwork environment,” stated James C. Holly, President & C.E.O. “This focus has helped us be able to offer new locations that help meet the needs of our existing and prospective customers”, Holly added.

About Bank of the Sierra

With \$1.3 billion in assets and strong performance ratios, Bank of the Sierra operates as the largest independent community bank headquartered in California’s Heartland. The bank serves 15 different communities with 24 branches, an Agricultural Credit Center, an SBA Center and an online “virtual” branch. For more information visit www.bankofthesierra.com or call (888) 454-BANK (2265).

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