



**BANK
OF THE
SIERRA**

FOR IMMEDIATE RELEASE

Date: April 7, 2009
Contact: Matthew Hessler, CFMP
Title: Director of Marketing
Phone: (559) 782-4900 or (888) 454-BANK
NASDAQ Symbol: BSRR
Website Address: www.bankofthesierra.com

**Bank of the Sierra Announces Gregory M. Heiss as
Vice President/Branch Manager**

PORTERVILLE, CA — Bank of the Sierra is pleased to announce Gregory M. Heiss as Vice President and Branch Manager of the Bakersfield branch located on Mount Vernon Avenue. Gregory received his Bachelors Degree from California Polytechnic State University at San Luis Obispo and has over nine years of experience in the banking industry. His specialty is commercial credit underwriting.

“With Gregory’s experience in banking and track record of success, he will play an important role in serving the needs of our Bakersfield branch network,” stated Gordon Jones, Senior Vice President and Area Manager.

About Bank of the Sierra

With over \$1.3 billion in assets and strong performance ratios, Bank of the Sierra is the largest independently owned community bank headquartered in Southern San Joaquin Valley’s Heartland. The bank serves 15 different communities with 23 branches, two Ag Centers and one SBA Center. For more information visit the web site at www.bankofthesierra.com or call (888) 454-BANK.

#####