



**BANK  
OF THE  
SIERRA**

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**FOR IMMEDIATE RELEASE**

**Date:** October 23, 2009  
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**Bank of the Sierra: New Tulare Branch  
Grand Opening Slated for Saturday**

**PORTERVILLE, CA** — Bank of the Sierra is pleased to announce the grand opening of its second location in Tulare. The new branch is located at 1430 East Prosperity Avenue and Bank of the Sierra's 24<sup>th</sup> branch in central California.

The Grand Opening Event and Ribbon Cutting will be celebrated on Saturday, October 24, 2009 from 10:00 am – 2:00 pm. The celebration will include chances for attendees to win cash and prizes, view the ribbon cutting, and indulge in the provided refreshments. The KJUG radio station will also be broadcasting live from the site.

“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](http://www.bankofthesierra.com) or call (888) 454-BANK (2265).

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