



**BANK
OF THE
SIERRA**

FOR IMMEDIATE RELEASE

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**BANK OF THE SIERRA AND AFFINITY SOLUTIONS LAUNCH
The CASHMoney PROGRAM**

Debit Card Purchases Earn Cash Back for In-Store and Online Purchases

PORTERVILLE, CA and NEW YORK, NY /February 17, 2010 – Bank of the Sierra (www.bankofthesierra.com) today announced the launch of CASHMoney, a new free rewards program which allows all Bank of the Sierra personal debit card customers to automatically earn cash when they make purchases with their Bank of the Sierra debit card at participating retailers. Affinity Solutions (www.affinitysolutions.com), the leading provider of differentiated merchant-funded programs, developed and manages the program.

All Bank of the Sierra personal debit card holders have been automatically enrolled in CASHMoney, effective today. By using their debit card in-store, at national and local retailers, and online at over 250 participating retailers including Macy's, Barnes & Noble, Sears, Kmart, Target, Expedia.com and Wal-Mart, Bank of the Sierra debit card holders can earn up to 35 percent cash back on every purchase.

"This initiative has multifaceted benefits as it allows our customers to earn cash back for qualifying debit card purchases, and it drives business to participating local and national merchants," said Jim Holly, President and CEO of Bank of the Sierra. "We strive to offer our customers a wide variety of advanced products and services, and feel the CASHMoney debit rewards program will add a welcomed dimension to our consumer checking product line."

"As the leader in developing rewards programs for financial institutions, we are happy to partner with Bank of the Sierra to deliver this valuable offering to its customers," said Jonathan Silver, CEO of Affinity Solutions. "This program enhances Bank of the Sierra's relationship with their customers, overall card metrics, and will increase customer satisfaction and loyalty."

More details on the Bank of the Sierra CASHMoney rewards program can be found at www.cashmoneydebitrewards.com.



BANK OF THE SIERRA

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).

About Affinity Solutions

Founded in 1998, Affinity Solutions has developed hundreds of offline and online relationship marketing and merchant-funded programs. Its innovative Affinity Rewards programs integrate a rich database of customer information, rebate rewards, experiential benefits, and editorial content, to drive deeper customer relationships for its partners. Affinity Solutions provides a full range of services - from the technical to the creative - to deliver every aspect of building and maintaining a relationship-marketing program, or "affinity program." Providing a turnkey solution, the company offers direct marketing, creative and editorial development, partner recruitment, information technology, data analytics, and specialized customer service. Affinity Solutions recently launched Affinity Dashboard™, a comprehensive view of customer shopping behavior which provides the most unique, timely, and comprehensive competitive sales data available to retailers today. Designed to provide critical insights, the Affinity Dashboard helps drive retail marketing strategies as well as operational, merchandising and purchasing decisions.

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