



**SIERRA  
BANCORP**<sup>SM</sup>

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**FOR IMMEDIATE RELEASE**

**Date:** February 25, 2009  
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**Sierra Bancorp to Present at the Sandler O’Neill West Coast  
Financial Services Conference**

**PORTERVILLE, CA** – Sierra Bancorp (Nasdaq:BSRR) today announced James C. Holly, President and Chief Executive Officer of Sierra Bancorp, will participate in a panel discussion at the Sandler O’Neill West Coast Financial Services Conference in San Francisco, California on Tuesday, March 3, 2009. Mr. Holly will be part of the Central Valley (Southern) Banks Panel, scheduled to commence at 10:45 a.m. Pacific Standard Time and lasting for approximately one hour.

Attendance at the conference in person is by invitation only. However, a simultaneous webcast will be made available at [www.sandleroneill.com](http://www.sandleroneill.com) by selecting the “Conferences” tab and then “View Webcast” under the “West Coast Financial Services Conference” heading. User registration is required. An archived webcast will be accessible for 60 days after the event beginning March 4, 2009. The conference will also be available via audio conference at 800-638-5495 or 617-614-3946, with a required passcode of “Session I”.

**About Sierra Bancorp**

Sierra Bancorp is the holding company for Bank of the Sierra, now in its 32<sup>nd</sup> year of operations. For more information please visit [www.sierrabancorp.com](http://www.sierrabancorp.com) or call (888) 454-BANK.

**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 23 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.

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