



**BANK
OF THE
SIERRA**

FOR IMMEDIATE RELEASE

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**Bank of the Sierra: New Farmersville Branch
Grand Opening Slated for Saturday**

PORTERVILLE, CA — Bank of the Sierra is pleased to announce the grand opening of its new Farmersville location. The new branch is located at 400 West Visalia Road and is Bank of the Sierra's 25th branch in central California.

The Grand Opening Event and Ribbon Cutting will be celebrated on Saturday, May 1, 2010 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.

“We are happy to fill the banking void in Farmersville and help meet the financial needs of the community,” stated James C. Holly, President and CEO of Bank of the Sierra. “Farmersville is a natural fit for a new Bank of the Sierra location,” 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 25 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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