



**BANK
OF THE
SIERRA**

FOR IMMEDIATE RELEASE

Date: May 26, 2010
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Bank of the Sierra Recognized by The Findley Reports

PORTERVILLE, CA — Bank of the Sierra is pleased to announce its recent recognition in the April 2010 edition of The Findley Reports. The Findley Reports rates banks annually on a variety of factors including liquidity, equity retention, quality of loan portfolio and operating performance. Bank of the Sierra has been consistently honored for 25 years, for its outstanding financial performance, making it the most frequently recognized bank headquartered in the Central Valley.

“Our consistency and strong financial performance indicated each year in The Findley Reports proves Bank of the Sierra is built to last. We are honored to be recognized by The Findley Reports,” stated James C. Holly, President and C.E.O.

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).

About Sierra Bancorp

Sierra Bancorp (NASDAQ:BSRR) is the holding company for Bank of the Sierra, now in its 33rd year of operating. For more information please visit www.sierrabancorp.com or call (888) 454-BANK.

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