



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

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**FOR IMMEDIATE RELEASE**

**Date:** June 21, 2010  
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**Sierra Bancorp Ranks 3<sup>rd</sup> in California  
Among Community Banks**

**PORTERVILLE, CA** - Sierra Bancorp (NASDAQ:BSRR), the holding company for Bank of the Sierra, today announced it has been ranked as the 3<sup>rd</sup> best performing community bank in California with assets less than \$2 billion. The rankings were published in U.S. Banker magazine’s June 2010 edition, as part of an annual listing of the top-performing financial institutions in the country based on three-year average Return on Equity (ROAE).

“Since our beginning in 1977, we have endeavored to provide superior service and innovative products within a positive, constructive work environment,” stated James C. Holly, President & C.E.O. “This focus has helped us as we strive to fulfill our fundamental mission, which in large part consists of being responsible stewards for our shareholders by providing a superior return on equity,” Holly added.

**About Sierra Bancorp**

Sierra Bancorp is the holding company for Bank of the Sierra, now in its 33<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 Southern San Joaquin Valley’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](http://www.bankofthesierra.com) or call (888) 454-BANK.

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