



For Immediate Release

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UMPQUA BANK TO PARTNER WITH LIONS CLUBS FOR A VALENTINE'S GIFT OF SIGHT AND SOUND

Portland, Ore. – Jan. 29th, 2007 – Umpqua Bank's Club Carefree 50 is teaming up with Oregon Lions Sight & Hearing Foundation's month-long "Have a Heart" campaign. Working with Lions Clubs across Oregon, Washington and California, Umpqua Bank will collect used eyeglasses, hearing aids and cell phones in an effort to address the number of unfulfilled requests for vision services and hearing aids received from around the world.

"Umpqua Bank and Club Carefree 50 are committed to serving Umpqua's communities," said Gloria Johnson, director of Umpqua Bank's Washington and Oregon Club Carefree 50. "The "Have a Heart" program is one way we are able to connect with our communities and make a positive impact on the lives of people in need."

"Lions Clubs of Oregon, Washington and California are very excited about the "Have a Heart" project and are thankful for the opportunity to partner with Umpqua Bank," said Amber Kern, Executive Director of Oregon Lions Sight & Hearing Foundation. "This project will increase awareness for our collection efforts. Each year Lions in Oregon,



Washington and California collect more than 400,000 pairs of used eyeglasses and hearing aids. We expect this campaign to increase significantly the number of donations we receive, and to enhance our ability to bring vision and hearing assistance to those in need.”

Throughout the month of February, community members can drop off used eyeglasses, hearing aids and cell phones at any Umpqua Bank location. Donated vision and hearing aids will then be refurbished, calibrated and distributed during the Lions International mission trips. Proceeds from the recycled cell phones will support the local Lions Mission Cataract Day, an annual event held every Spring. Lions Mission Cataract Day provides a free cataract surgery to community members who otherwise couldn't afford the restorative procedure.

About Umpqua Bank

Umpqua Bank, headquartered in Roseburg, Ore., is a subsidiary of Umpqua Holdings Corporation (NASDAQ: UMPQ) and has 134 locations between Sacramento, Calif. and Bellevue, Wash., along the Oregon and Northern California Coast and in Central Oregon. Umpqua Bank has been recognized for its innovative customer experience and banking strategy by national publications including the *Wall Street Journal*, *New York Times*, *BusinessWeek*, *Fast Company* and CNBC. The company also ranked 34th on *Fortune Magazine's* 2007 list of the country's "100 Best Companies To Work For." Umpqua Holdings also owns retail brokerage subsidiary Strand, Atkinson, Williams & York Inc., which has locations in Umpqua Bank stores and in dedicated offices throughout Oregon and Southwest Washington. Umpqua Bank's Private Client Services Division provides tailored financial services and products to individual customers. Umpqua Holdings Corporation is headquartered in Portland, Ore. For more information, visit www.umpquabank.com.

About Oregon Lions Sight and Hearing Foundation

Since 1959, the Oregon Lions Sight and Hearing Foundation has supported the 192



Lions Clubs throughout Oregon and operates the Lions Eye Bank at Legacy Good Samaritan Hospital in Portland. The Foundation also provides financial assistance for eye and ear surgeries, provides vital health screenings through the Mobile Health Screening Program, and operates a children's statewide low-vision clinic.

On the Internet:

Visit the Oregon Lions Sight & Hearing Foundation website at <http://www.orldions.org/> for additional information.

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