

Umpqua Bank Releases First Album

by Bend Weekly News Sources

Limited Edition 'Discover Local Music: Vol. 1 Sacramento to Seattle' Hits Stores July 11, Captures Sounds of a West Coast Road Trip

Umpqua Bank, the largest independent community bank in the Pacific Northwest and Northern California, released the first compilation album from its popular Discover Local Music Project on July 11. The album, titled Discover Local Music: Vol. 1: Sacramento to Seattle, is a diverse mix of some of the West Coast's best music, featuring songs by independent artists including Ohmega Watts, Rye Hollow, Stephanie Schneiderman and Hank Hirsh.

Starting today, the CDs will be sold for \$12 each in Umpqua's 127 stores throughout Oregon, Washington and California. In the coming weeks, the album will also be available online at the iTunes music store for \$.99 per song and at CDBaby.com for \$14.00. Inspired by a college road trip in a '69 Buick, the album is the ultimate "mixtape" inspiring listeners to turn it up, roll down the windows and drive to music that reflects their communities. Select Umpqua Bank stores in Oregon and Northern California will host album launch parties the weeks of July 10 and 17th, featuring live performances by Discover Local Music artists.

"Umpqua is continuing to challenge the idea of what a bank can be by supporting local music and promoting shared experiences," said Ray Davis, Umpqua Bank CEO. "The talented artists in our Discover Local Music catalog live and work in our communities and we're honored to share this album with music lovers throughout the West Coast."

Umpqua worked with its music agency of record, Rumblefish Inc., to develop Discover Local Music: Vol. 1. Rumblefish reviewed music from hundreds of independent artists to assemble an album that reflects the exceptional talent of the communities Umpqua serves.

What the Critics are Saying About Discover Local Music: Vol. 1

"This is an impressive compilation of the great music you can find on the West Coast. These artists are well selected and appeal to diverse music tastes." -- Kevin Welch, music director at KINK-FM in Portland, Oregon.

"[The album] transforms my Ford Escort into a classic '68 convertible Camero and my drive to the market becomes a carefree road trip." -- Dori Donoho, Clear 101.7 FM radio DJ and host of HomeGrown Music in Bend, Oregon.

Discover Local Music: Vol. 1: Seattle to Sacramento Playlist

1. Home / Charlie Campbell
2. Any Way You Say It / Rye Hollow
3. Dirty Henry / Hank Hirsh
4. Something Beautiful / Woke Up Falling
5. Bamboo Pole / Mike Coykendall
6. Blister / Easterly
7. Salty Blues / Stephanie Schneiderman
8. Palomitas/ Mood Area 52 & Cosmos Corbin
9. True Love / David Bowers
10. Broken Body / Friends for Heroes
11. 422 Burnside / Ohmega Watts
12. Often Break / Arrangement Ghost

About Discover Local Music

Anyone in the world can go to UmpquaMusic.com to preview any of the songs in the Discover Local Music Project catalog, including tracks featured on the compilation album, and create a custom CD of up to 10 songs for \$.75 per song plus \$5.25 in shipping and handling for a total cost of \$12.75. Customers who open a new account will have the opportunity to create a free custom CD of 10 songs by Discover Local Music artists.

About Umpqua Bank

Umpqua Bank, headquartered in Roseburg, Ore., is a subsidiary of Umpqua Holdings Corporation (NASDAQ:UMPQ) and has 127 locations between Sacramento, Calif. and Bellevue, Wash., along the Oregon and Northern California Coast and in Central Oregon. Recently recognized as the most admired banking services company in Oregon by Oregon executives and by BusinessWeek magazine as one of the "best ideas" of 2005, Umpqua Bank continues to gain attention for its innovative customer experience. 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 Rumblefish

Rumblefish, Inc. has been a pioneer in the development of strategic music branding and licensing services since its founding in 1996. The multidisciplinary agency helps organizations build stronger customer relationships through music -- first, by developing distinct music identities that express clients' unique brand attributes; and second, by creating music branding programs that enrich their customers' brand experiences. Rumblefish recently launched the first online Music Licensing Store(SM) (MLS) to make licensing music fast, easy and affordable. MLS offers a broad range of authentic, independent music for use on television programs, films, Web sites, podcasts and more. Rumblefish clients include NBC-Universal, HBO, Nike, The North Face, adidas Originals, Red Bull, MTV, Mitsubishi and Pabst Blue Ribbon. For more information, visit www.rumblefish.com.

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