



## News

### Umpqua Bank Launches Innovative Music Program

Discover Local Music Project Captures West Coast Sound from Seattle to Sacramento, Invites Music Lovers to Browse Independent Music

PORTLAND, Ore., April 25 /PRNewswire/ -- Umpqua Bank (Nasdaq: UMPQ), the largest independent community bank in the Pacific Northwest and Northern California, introduces Discover Local Music, a music-on-demand project and online music store, at [www.umpquamusic.com](http://www.umpquamusic.com). Umpqua's Discover Local Music project identifies high-quality independent musicians throughout the West Coast and makes their music available online and in Umpqua's 96 stores. With more than 48 artists to choose from, Discover Local Music offers music lovers access to some of the country's finest independent musicians. Umpqua plans to offer more than 1,500 songs by the end of 2006.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20030827/UMPQLOGO>)

"A key part of Umpqua's approach to community banking is to provide distinctive, meaningful experiences to our customers and the public. Virtually everyone is passionate about music, yet too few have access to the talented musicians in their own community," said Ray Davis, Umpqua Bank CEO. "The Discover Local Music project is a powerful way for Umpqua Bank to showcase and support independent artists -- and to interact with customers and the public on an entirely new level."

Umpqua teamed with Rumblefish Inc. -- a Music Identity(SM) and licensing company, and the country's leading music-focused marketing agency -- to develop the Discover Local Music project. The project is an extension of Umpqua's innovative in-store experience, which invites customers and the public to enjoy a cup of Umpqua's own blend of coffee, read the paper, and surf the internet while they bank. Discover Local Music reinforces Umpqua's focus on community banking by introducing and supporting local musicians in each community Umpqua serves.

Rumblefish reviewed the music of hundreds of independent artists to find exceptional musicians including Morgan Grace, Kenney Polson, Stephanie Schneiderman, Rye Hollow, Sam Martin, LIV, Easterly, Nicole Campbell and Wow and Flutter, among the many others featured in the Discover Local Music Catalog. Umpqua will introduce a compilation CD, Discover Local Music: Vol. 1 Sacramento to Seattle, featuring songs from twelve Discover Local Music artists, in May.

#### How Discover Local Music Works

Discover Local Music will be available to the general public at [www.umpquamusic.com](http://www.umpquamusic.com), where anyone can create a 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 local musicians. How it works:

- Go to Umpqua's new music-on-demand Web site, [www.umpquamusic.com](http://www.umpquamusic.com).
- Preview as many tracks as you'd like and create your own custom mix of local music.
- Hit submit and receive a customized CD within three to five business days.

#### Featured Playlists

To make the selection process engaging and straightforward, [umpquamusic.com](http://umpquamusic.com) features curated playlists in addition to single song choices. Visitors can choose to browse playlists selected to create a mood -- "Sunday Morning Paper," or "I-5 Driving Distractions" -- as well as those created by local celebrities who have distinct relationships with music. Curator mixes and commentary are designed to help users navigate through new music as they develop a custom compilation that speaks to their own style. The current featured Discover Local Music curators are:

- Carlos Kalmar, Oregon Symphony Music Director
- Mark Lindsay, Frontman, Paul Revere & The Raiders
- Charles Lewis, Ethos Music Center Director
- Dori Donoho, On-air Personality & Host of "Homegrown Music" 101.7 FM (KLRR)

#### About Umpqua Bank

Umpqua Bank, headquartered in Roseburg, Ore., is a subsidiary of Umpqua Holdings Corporation and has 96 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](http://www.umpquabank.com).

#### About Rumblefish

Rumblefish Inc. was founded in 1996 and has grown to become the leading music-focused marketing agency in the United States. Rumblefish works with independent artists from all over the world, connecting them with businesses that need and want high quality original music through licensing. Rumblefish has connected sounds with the target audiences for brands such as adidas Original, Red Bull, The North Face and Pabst Blue Ribbon. Core to Rumblefish's business is The Catalog, a pre-cleared, pre-licensed music collection of thousands of songs from varying artists and genres, with an emphasis towards lesser-known, independent artists. For more information, visit [www.rumblefish.com](http://www.rumblefish.com).

#### SOURCE Umpqua Bank

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