



FOR IMMEDIATE RELEASE

**UMPQUA BANK CHALLENGE SELECTS “I HAVE A DREAM”
FOUNDATION - OREGON AS SECOND PARTNER CHARITY**
Organization fulfills tournament mission to support youth-based non-profits

PORTLAND, Ore. (April 14, 2011) – The Umpqua Bank Challenge today announced that the “I Have a Dream” Foundation – Oregon, <<http://www.ihaveadreamoregon.org>>, has been selected as the second official partner charity of the event. “I Have a Dream” joins The Children’s Hospital at Legacy Emanuel, which was chosen as a partner of the tournament when it was first announced in November 2010.



Established in 1990, the “I Have a Dream” Foundation – Oregon focuses on helping low-income kids reach success in school and college. “I Have a Dream” supports students at an early age, providing them with long-term relationships with caring adults, academic and personal/social support services and by creating a “culture of college” within schools and the students’ families. In 2010, “I Have a Dream” established the first “Dreamer School” in the nation, Alder Elementary, which will extend the impact from 300 to 3,000 kids per year.

“Supporting children’s education is extremely important to me and to the overall mission of The Umpqua Bank Challenge,” said Tournament Host Peter Jacobsen. “The “I Have a Dream” Foundation is a great organization and I am proud that this tournament will be able to help them make a positive impact on Oregon’s low-income students and families.”

For the most up-to-date tournament information and news, including details on volunteering, ticket sales and sponsorship opportunities, visit www.umpquabankchallenge.com or call (866) 503-2003.

About The Umpqua Bank Challenge

The Umpqua Bank Challenge, <<http://www.umpquabankchallenge.com>>, is a three-day exhibition-style golf tournament set for August 28-30, 2011 at Portland Golf Club in Portland, Ore. The tournament will feature a Sunday pro-am and a Monday/Tuesday main field event with sixteen PGA TOUR professionals paired into two-person teams playing for a \$750,000 purse. Hosted by PGA TOUR professional and Portland-native Peter Jacobsen, proceeds from The Umpqua Bank Challenge will benefit the tournament’s two partner charities: The Children’s Hospital at Legacy Emanuel and the “I Have a Dream” Foundation-Oregon.

About Peter Jacobsen SPORTS

Founded in 1988, Peter Jacobsen SPORTS, LLC, <<http://www.peterjacobsensports.com>>, is a full-service sports and entertainment marketing firm that specializes in event sales, management and operations, sponsorship consulting and player/talent relations. The company is independently owned and has more than 20 full-time employees across three offices – Portland, Ore., Bonita Springs, Fla., and Providence, R.I. Since its inception, PJS has managed more than 250 events around the United States.

About Umpqua Bank

Umpqua Bank, <<http://www.umpquabank.com>>, headquartered in Roseburg, Ore., is a subsidiary of Umpqua Holdings Corporation (NASDAQ: UMPQ) and has 184 locations between San Francisco and Seattle, along the Oregon and Northern California Coast, and in Central Oregon and Northern Nevada. Umpqua Bank has been recognized for its innovative customer experience and banking strategy by national publications including *The Wall Street Journal*, *The New York Times*, *BusinessWeek*, *Fast Company* and CNBC. The company has been recognized for the past five years in a row on *FORTUNE* magazine's list of the country's "100 Best Companies To Work For." Umpqua Holdings also owns a retail brokerage subsidiary, Umpqua Investments Inc., which offers services through Umpqua Bank stores and in dedicated offices throughout Oregon. Umpqua's Private Bank Division serves high net worth individuals and non-profits providing customized financial solutions and offerings. Umpqua Holdings Corporation is headquartered in Portland, Ore. For more information, visit <http://www.umpquabank.com>.

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