



Berkshire Bank Celebrates Legacy Partnership with Customer Appreciation Week Dec. 12-16

Pittsfield, Mass., December 5, 2011 – Berkshire Bank, *America's Most Exciting BankSM* announced that it will celebrate its partnership with Legacy Banks with Customer Appreciation Week December 12-16. The week-long celebration will include a variety of special events and promotions, including an Android smartphone giveaway program for everyone who wants to participate. Refreshments will be offered throughout the week with each day featuring a different theme at the former Legacy location at 142 Main Street in Haydenville. Additionally, members of the community will have an opportunity to vote for their favorite non-profit organization to win a \$1,000 grant from The Berkshire Bank Foundation – Legacy Region. A total of \$11,000 will be provided to 11 community organizations as part of this initiative.

Customer Appreciation Week events are open to the entire community. Anyone with questions may contact Berkshire Bank's Customer Service Call Center at 800- 773-5601.

About Berkshire Bank

Berkshire Hills Bancorp is the parent of Berkshire Bank – [America's Most Exciting BankSM](#). The Company has more than \$4 billion in assets and more than 60 full service branch offices in Massachusetts, New York, and Vermont providing personal and business banking, insurance, and wealth management services. Berkshire Bank provides 100% deposit insurance protection for all deposit accounts, regardless of amount, based on a combination of FDIC insurance and the [Depositors Insurance Fund](#) (DIF). Berkshire has a pending agreement to acquire CBT – The Connecticut Bank and Trust Company headquartered in Hartford, Connecticut. For more information, visit www.berkshirebank.com or call 800-773-5601.

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