



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

Lenox Office Family Day Featuring \$1,000 Giveaway December 17

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 former Legacy locations. Additionally, members of the community will have an opportunity to vote at each branch 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.

Additionally, Berkshire Bank will celebrate the launch of its new full-service Lenox (Mass.) branch office at 495 Pittsfield Road in the Price Chopper plaza in Lenox on Saturday, December 17 from 8:30 a.m. to 12:30 p.m. The event-packed Family Day celebration will feature additional special contests, giveaways and refreshments including a Treasure Chest Key Promotion that offers community members a chance to win \$1,000, an iPad2 or a \$250 gas card. Also, photos with Santa will be available as well as a chance to spin the Wheel of Excitement.

The new branch features Berkshire Bank's new customer-friendly design with enhanced teller technology and AMEB Café, and offers personal and commercial business banking, loan, and wealth management services.

"We are so excited to unveil this new state-of-the-art branch in this vibrant new plaza in Lenox," said Tami Gunsch, senior vice president of retail banking. "We are pleased to expand our banking services to Lenox through our partnership with Legacy Banks, including the relocation of the Holmes Road office, and the grand opening of this beautiful new facility. We look forward to joining with members of the community to celebrate during both Customer Appreciation Week and Family Day."

Both 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.

Media Contact:

Lori Gazzillo
AVP, Community Relations
413-236-3733 (office)
413-822-1695 (cellular)
lgazzillo@berkshirebank.com

###