



**Berkshire Bank Expands Financial Services in Latham**  
*Opening Celebration January 19*  
*Public Family Day Featuring \$1000 Giveaway, Music, Entertainment*  
*Siena College Dance and Cheering Teams January 22*

**PITTSFIELD, Mass., Jan. 14, 2011** – Berkshire Hills Bancorp (BHLB) has announced that Berkshire Bank, America's Most Exciting Bank<sup>SM</sup>, is opening its new full-service branch and financial service center located at 628 New London Road in Latham, NY.

The grand opening of the new branch will be held on Wednesday, January 19 at 3 p.m. and will include a ribbon cutting ceremony and a food drive benefitting the Regional Food Bank conducted by the Blue Creeks Elementary School. As part of their ongoing commitment to the community, Berkshire Bank will be sponsoring the school's PeaceAble Schools program, which celebrates the values of character education. The student council and school representatives will attend the opening ceremony.

The opening continues on Saturday, January 22 with an event-packed Family Day at the bank that includes a special appearance by the Siena College mascot, members of the dance and cheerleading teams and a special Treasure Chest Key Promotion, which includes a chance to win \$1000, an iPad or Kindle. Community members can come to the bank to pick up their key. Also, students will conduct a Blue Creeks Can Food Drive and members of the community are encouraged to participate. WGNA radio will broadcast live and basketballs will be given to the first 50 attendees.

"We are thrilled to expand our commitment to New York with our 12<sup>th</sup> branch in the Capital District," said Bob Curley, New York Chairman at Berkshire Bank. He continued, "This branch opening is part of our ongoing expansion in this growing market and it builds on our continuing success in providing an attractive, full-service financial solution for our customers. Our New York team is having another strong year expanding our banking, insurance, and wealth management businesses, and we continue to offer 100 percent depositor protection through our combined FDIC and Depositors Insurance Fund programs. This new branch will provide new jobs; support for local businesses and contributions to the community and nonprofit organizations through our foundation."

Berkshire's Executive Vice President-Retail Banking, Sean A. Gray added "The environment remains favorable for our company's many business initiatives. We continue to see improving business conditions in all areas and are moving forward with our long-term plan to expand in the attractive New York market as evidenced by the Latham opening and our recent merger with Rome Savings Bank and Legacy Banks."

The new branch location will include a multi-functional Community Room, provided as a space for local small business and community members to hold meetings and cultural activities. The Community Room includes teleconferencing capabilities, free Wi-Fi, High Definition television, blue-ray DVD player, PlayStation3 and seating for at least 20.

Berkshire Bank's new Latham branch will feature personal and commercial business banking, loan, investment and wealth management services. Features include drive-thru and 24-hour ATM banking. Hours are Monday thru Wednesday 8:30 a.m.-4 p.m., Thursday thru Friday 8:30 a.m.-5 p.m. and Saturday 8:30 a.m.-12:30 p.m.

To learn more about Berkshire Bank's Latham Branch, contact Branch Manager Imelda Lane.

#### Background

Berkshire Hills Bancorp is the parent of Berkshire Bank — [America's Most Exciting Bank<sup>SM</sup>](#). The Company has \$2.8 billion in assets and 42 full service branch offices in Massachusetts, New York, and Vermont. Berkshire Bank provides 100% deposit insurance protection, regardless of amount, based on a combination of FDIC insurance and the [Depositors Insurance Fund \(DIF\)](#). For more information, visit [www.berkshirebank.com](http://www.berkshirebank.com) or call 800-773-5601.



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