



Berkshire Bank Opens New Albany, Central Avenue Branch

Ribbon Cutting September 29th

Family Day October 2nd

PITTSFIELD, Mass., Sept. 24, 2010 – Berkshire Hills Bancorp (BHLB) has announced that Berkshire Bank, America's Most Exciting BankSM, is opening its new full-service branch and financial service center located at [979 Central Avenue in Albany](#) approximated one block from Westgate Plaza.

The ribbon cutting ceremony for the new branch will be held on Wednesday, Sept. 29 at 3 p.m. and will include two community donations made possible by the Berkshire Bank Foundation. Backpacks filled with supplies will be given to students at the Henry Johnson Charter School and Schuyler Achievement Academy, and a grant to the Albany-Colonie Regional Chamber of Commerce to fund their GenNEXT-Tech Valley Young Professionals Initiative will be announced.

“We are thrilled to expand our commitment to New York with our 10th branch in the Capital District on Central Avenue”, 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 CEO, Mike Daly 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 our presence in the attractive New York market.”

The opening continues the following Saturday with an event-packed Family Day at the bank on October 2 from 8:30 a.m. to 12:30 p.m. The day's activities will include a special appearance by Albany Devils' Alumni and Stanley Cup winner Grant Marshall; and a Treasure Chest Key Promotion where residents have the chance to win a \$1,000 cash prize, an Apple iPad or a Dell Notebook. Community members can come to the branch between now and Oct. 2 to pick up their key. Refreshments will also be served.

[The new branch](#) provides an [open and modern state-of-the-art customer experience](#) for personal and business banking, loan, investment and wealth management services. Features include a drive-thru, 24 hour ATM banking; and night deposit. The branch also features a multi-functional community room, provided as a space for local small business and community members to hold meetings and cultural activities. The space features teleconferencing capabilities, free Wi-Fi, High Definition television, a blue-ray DVD player and seating for at least 10.

To learn more about Berkshire Bank's Central Avenue branch, contact Branch Manager Tina Emery at 518-269-3510.

BACKGROUND

Berkshire Hills Bancorp is headquartered in Pittsfield, Massachusetts. It has approximately \$2.7 billion in assets and is the parent of Berkshire Bank - America's Most Exciting BankSM. Berkshire provides personal and business banking, insurance, wealth management, and investment services through 46 banking and insurance financial centers in western Massachusetts, northeastern New York, and southern Vermont. Berkshire Bank also offers the added benefit of providing its depositors 100 percent 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 or call 800-773-5601.

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