



**Berkshire Bank Hires David Eidle as
Senior Vice President, Corporate Initiatives**

Pittsfield, Mass., - September 7, 2011 - Berkshire Bank, America's Most Exciting Banksm, today announced that David W. Eidle has joined its management team as Senior Vice President of Corporate Initiatives. In his role at Berkshire Bank, Eidle will head up the bank's Project Management Office (PMO) and provide leadership, design, direction and strategic oversight for all corporate-wide initiatives including mergers and acquisition integration, primary systems conversions, major business initiatives and program implementation. The PMO will utilize Berkshire's extensive experience with Six Sigma disciplines to achieve process improvement and efficiency enhancements. In this new position, Eidle will report to Kevin Riley, the Bank's Chief Financial Officer.

Eidle comes to Berkshire Bank from Legacy Banks where he was Senior Vice President Human Resources. He has also served as the integration leader for the conversion of Legacy Banks to Berkshire Bank leading up to and since the merger transaction. He brings to his new role over 25 years of strategic planning and financial management experience in the areas of human resources, commercial and retail banking, operations, MIS and sales management for global, national and regional banks.

Riley commented, "We are very excited to have Dave joining us in this important position. His vast experience in financial and human resources management as well as project development and implementation will serve us well as we continue on our path of growth and expansion."

Prior to joining Legacy, Eidle served as Senior Vice President, Human Resources at Sovereign Bank/Santander USA. In this capacity, he served as the Director of Compensation, Analytics and International Mobility for the \$70 billion financial institution with over 750 branches and 8,500 employees. Prior to joining Sovereign he was the Senior Information Officer for the Corporate Banking Division of Bank of America's northeast franchise (formerly FleetBoston Financial).

"I sincerely welcome this unique and challenging opportunity with Berkshire Bank" commented Eidle. "This role encompasses all aspects of my career and gives me the ability to make a meaningful impact in helping the bank achieve its future growth goals. I'm proud to be a part of America's Most Exciting Bank!"

Eidle holds a B.A. in mathematics from Marist College.

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Background

Berkshire Hills Bancorp is the parent of Berkshire Bank, [America's Most Exciting Bank\(SM\)](#), and has more than \$4 billion in assets. The Company has more than 60 full service branch offices in Massachusetts, New York, and Vermont providing personal and business banking, insurance, and wealth management services. Berkshire completed the acquisition of Legacy Bancorp on July 21, 2011. 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). For more information, visit www.berkshirebank.com or call 800-773-5601.

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