



America's Most Exciting Bank™

**Berkshire Bank Promotes Banking Executive Tami M. Gunsch to
Senior Vice President of Retail Banking**

Pittsfield, Mass., - February 22, 2011 - Berkshire Hills Bancorp, Inc. (Nasdaq: BHLB) the parent of Berkshire Bank, America's Most Exciting Bank™, recently promoted Tami M. Gunsch to Senior Vice President of Retail Banking. Gunsch will continue to develop and implement all retail banking and lending strategies, including branch activities, expansion and performance.

Gunsch brings more than 25 years of retail banking experience and leadership to her new position. As an executive, Gunsch has consistently elevated her branch network teams to highest standards of performance and service. Additionally, she was instrumental in the successful launch of America's Most Exciting Bank University (AMEB U). Prior to joining Berkshire Bank, Gunsch served as Senior Vice President and Retail Director for Citizens Bank where she led 107 in-store branches and managed more than \$1.4 billion in deposits. Prior to Citizens Bank, Gunsch spend 19 years at Key Bank in several key management positions.

Sean Gray, Executive Vice President of Retail Banking for Berkshire Bank commented, "Not only does Tami have a proven track record and exceptional experience, but a consistent ability to think outside of the typical sales and service delivery box to benefit our customers, markets and communities. AMEB U is an example of this effort to drive employee and customer engagement leading to increased customer loyalty."

Gunsch is a graduate of Georgetown University's Stonier Graduate School of Banking and has also completed the Babson Advanced Leadership Development and Leadership Duchess Program, a highly esteemed financial services industry training program. Gunsch resides with her husband and three sons in Pleasant Valley, New York.

BACKGROUND

Berkshire Hills Bancorp is the parent of Berkshire Bank - [America's Most Exciting Bank\(SM\)](#). The Company has \$2.9 billion in assets and 42 full service branch offices in Massachusetts, New York, and Vermont. The Company provides comprehensive 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). For more information, visit www.berkshirebank.com or call 800-773-5601.

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