



FOR IMMEDIATE RELEASE

BERKSHIRE BANK EXPANDS GREAT BARRINGTON INSURANCE TEAM

Pittsfield, MA – Aug. 3, 2011 – Berkshire Bank, America's Most Exciting BankSM, has added Jeff Minkler as an insurance producer for the bank's Great Barrington Berkshire Insurance Group office, located at 244 Main Street.

Minkler specializes in commercial and personal insurance products. As part of Berkshire Insurance Group, he will be servicing the valued customers of Berkshire Bank in Berkshire County.

“We're excited to have Jeff Minkler onboard. Berkshire Insurance Group will benefit greatly from his enthusiasm and expertise,” said Steve Cronin, Vice President, Commercial Lines, Berkshire Insurance Group. “Our Great Barrington team has experienced rapid growth over the last five years and we welcome the addition of Mr. Minkler.”

Minkler received his Bachelor of Science in business administration from Sacred Heart University and an Accredited Advisor in Insurance (AAI) through the St. Paul Companies Producer Program. He also holds a Bachelor of Philosophy and Master of Divinity from St. John's College.

In his spare time, Minkler enjoys canoe racing, running and rock climbing. For more information about Berkshire Insurance Group, call 866-636-0244 or visit berkshirebank.com.

About Berkshire Bank

Berkshire Hills Bancorp is the parent of Berkshire Bank, [America's Most Exciting BankSM](http://berkshirebank.com), 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 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](http://www.fdic.gov) (DIF). For more information, visit www.berkshirebank.com or call 800-773-5601.

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