



Berkshire Bank Announces Promotion of Kevin O'Donnell

Berkshire Bank Berkshire County Wealth Management Group Gains New Assistant Vice President

PITTSFIELD, Mass., January 28, 2011 - Berkshire Bank – America's Most Exciting BankSM – is bolstering its Berkshire County wealth management team with the promotion of Kevin O'Donnell, CFP[®] as its newest assistant vice president.

“Kevin has 13 years of experience in wealth management and will play an integral part in the continued growth of our Wealth Management Center by assisting our customers in outlining their financial goals and developing thoughtful strategies to achieve these goals,” stated Berkshire Bank Wealth Management SVP Scott Schiff. “Kevin provides customized financial planning solutions to individuals and families throughout Berkshire Bank's footprint. His areas of focus include retirement planning, education planning, investment management, and insurance.”

O'Donnell started with Berkshire Bank's Trust department in April 2006 as an investment representative with previous experience as a financial advisor with Bank of America Investments, UBS Financial Services, and Merrill Lynch. He is a Berkshire native with 13 years of financial planning experience, which he will apply to his new position as assistant vice president serving the Berkshire County region.

O'Donnell earned a bachelor's degree in business management from Fairfield University in 1997 and is active in the Berkshire Bank Employee Volunteer Program.

To learn more about Berkshire Bank's Berkshire County Wealth Management services, contact Kevin O'Donnell CFP[®] at (413) 236-3166.

BACKGROUND

Berkshire Hills Bancorp is the parent of Berkshire Bank - [America's Most Exciting BankSM](#). The Company has \$2.9 billion in assets and 42 full service branch offices in Massachusetts, New York, and Vermont. The Company provides personal and business banking, insurance, wealth management, investment, private banking, and asset based lending 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). The Company currently has pending agreements to acquire Rome Bancorp, Inc. and Legacy Bancorp, Inc. For more information, visit www.berkshirebank.com or call 800-773-5601.

###

Contact: Elizabeth A. Mach, AVP, Marketing
413-445-8390