



FOR IMMEDIATE RELEASE

**Berkshire Bank Builds Wealth Management Group  
in Berkshire County and Pioneer Valley Regions**

**PITTSFIELD, MA – Sept. x, 2011** – Berkshire Bank, America’s Most Exciting Bank<sup>SM</sup>, has named Yuki Cohen vice president and wealth advisor for the Wealth Management division. Cohen will work with a variety of clients and institutions throughout Berkshire Bank’s Berkshire County and Pioneer Valley markets, providing trust administration and asset allocation services to wealth management clients.

Cohen brings almost 20 years of banking and wealth management experience to her new role. Prior to joining Berkshire Bank, she spent seven years as vice president with Bank of New York’s Manhattan-based Personal Asset Management team. In this capacity, Cohen specialized in working closely with clients to meet their long-term financial needs, including estate planning, trust administration and tailoring investment management and asset allocation strategies.

“We are excited to welcome Yuki to our Wealth Management team,” said Chuck Leach, senior vice president, chief investment officer, Berkshire Bank. “Her depth of experience, knowledge and expertise in the field will serve us well and bring great value to the clients that we serve.”

Prior to working at Bank of New York, Cohen was a business development officer for Bank of America in the greater New York City area. She began her career with The CIT Group in New York City. She received her BS in Accounting from Brooklyn College and her MBA from New York University’s Leonard Stern School of Business.

Cohen will be based with the Wealth Management Group in Berkshire County.

**About Berkshire Bank**

Berkshire Hills Bancorp is the parent of Berkshire Bank, [America’s Most Exciting Bank<sup>SM</sup>](#), 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](#) (DIF). For more information, visit [www.berkshirebank.com](http://www.berkshirebank.com) or call 800-773-5601.

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