



FOR IMMEDIATE RELEASE

BERKSHIRE BANK EXPANDS GREAT BARRINGTON INSURANCE TEAM

PITTSFIELD, MA – Oct. 18, 2011 – Berkshire Bank, America's Most Exciting BankSM, has added Alyssa Palmer as an account executive for the bank's Great Barrington Berkshire Insurance Group office, located at 244 Main Street.

As part of Berkshire Insurance Group, Palmer is available to assist customers with their personal insurance needs, including homeowners insurance and automobile insurance.

“We're excited to have Alyssa Palmer onboard. Alyssa will be a great addition to our already exceptional Great Barrington team,” said Jim Herrick, vice president, Personal Lines, Berkshire Insurance Group.

Palmer graduated Cum Laude from Connecticut College in New London, Connecticut. She majored in psychology and minored in U.S. politics. She has held volunteer swim coach positions with the Monument Mountain High School Co-op Swim Team and the Hi-Rock YMCA Snappers Swim Team. Palmer lives in South Egremont.

About Berkshire Insurance Group

Berkshire Insurance Group, a Berkshire Bank affiliate, is a leader in providing insurance coverage for individuals, families, and businesses in western Massachusetts. It operates offices in Dalton, Great Barrington, Greenfield, Longmeadow, Pittsfield, Shelburne Falls, South Deerfield, Stockbridge, and Westfield, Massachusetts and sells all lines of insurance in Massachusetts, New York, Vermont and Connecticut. The group provides property and casualty, life, disability, and other forms of insurance coverage. For more information, visit www.berkshireinsurancegroup.com, or call 866-636-0244.

About Berkshire Bank

Berkshire Hills Bancorp is the parent of Berkshire Bank, America's Most Exciting BankSM, 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 or call 800-773-5601.

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