



Berkshire Bank Announces Winners of Equity Line of Credit Giveaway

PITTSFIELD, Mass. – October 28, 2011 – Berkshire Bank, America's Most Exciting BankSM, today announced the winners of its Equity Line of Credit Giveaway, awarding one lucky customer from each of its four operating regions with one year's worth of free gas.

The Berkshire Bank Equity Line of Credit Giveaway Promotion began April 25, 2011 and ended July 29, 2011. The promotion was open to all legal residents of Massachusetts, New York and Vermont.

August Murko was randomly selected as winner in Berkshire County. Murko was awarded gas money for one whole year, as Berkshire Bank's thank you to its consumers and customers of its product.

"We wanted to keep our prizes relevant for our customers. Currently, everyone is concerned with the high gas prices and we wanted this year's giveaway to help ease people's financial pressures," said James A. Sherbo, first vice president of retail lending, Berkshire Bank.

New consumers who activated a Line of Credit were automatically entered in the giveaway, gaining eligibility to win one of four cash prizes. The drawing was held August 12, 2011 and included all present customers from when the promotion began.

Murko was greeted by Berkshire County Berkshire Bank employees to receive his free gas.

BACKGROUND

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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