



Berkshire Bank Expands Financial Services into Lenox

PITTSFIELD, Mass., November 4, 2011 – Berkshire Bank, America's Most Exciting BankSM, has announced that it is opening its new full-service branch in the Center at Lenox (Price Chopper Plaza) located at 495 Pittsfield Road, Lenox, Mass. on Monday, November 14, 2011. The Lenox branch opening coincides with the conversion of the Legacy Banks branch offices to Berkshire Bank. As part of that process, the Legacy Holmes Road office customer relationships will be serviced out of the new Lenox Berkshire Bank branch also on November 14.

This new branch is the second in Berkshire County to feature Berkshire Bank's new state-of-the-art enhanced teller technology. Rather than traditional teller lines, the new design allows for more personalized service, faster transactions and improved accuracy – all of which translate to less wait time and a better experience for the customer.

“We are excited to expand our banking services into Lenox with this new state-of-the-art branch that will offer customers a full array of financial services,” said Sean Gray, executive vice president of retail banking. “We are coupling this branch opening with the relocation of the Legacy Banks Holmes Road office, so we look forward to welcoming both Legacy customers and new customers to this full-service branch office. The branch features the customer-friendly design that we are incorporating into all of our new locations, which includes our personalized teller areas as well as our AMEB Café. We welcome anyone to stop in and experience this new banking atmosphere.”

Berkshire Bank's new Lenox branch will feature personal and commercial business banking, retail and business lending, insurance and wealth management services. Features include a drive-thru and 24-hour ATM. Lobby hours are Monday-Wednesday 8:30 a.m. to 4:00 p.m., Thursday and Friday 8:30 a.m. to 5:00 p.m., and Saturday 8:30 a.m. to 12:30 p.m. Drive-up hours are Monday-Friday 8:30 a.m. to 5:00 p.m. and Saturday 8:30 a.m. to 12:30 p.m.

To learn more about Berkshire Bank's Lenox Branch, contact Branch Manager Karen Sargent.

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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