NEWS RELEASE

BERKSHIRE HILLS BANCORP™

Berkshire Bank-America's Most Exciting Bank℠

Berkshire Hills Names Scott J. Houghtaling SVP Commercial Regional Leader – NY

Pittsfield, MA – February 10, 2014 – Berkshire Hills Bancorp, Inc. (NYSE: BHLB) today announced the appointment of Scott J. Houghtaling to Senior Vice President, Commercial Leader for Berkshire Bank's New York Region. Mr. Houghtaling will report to George F. Bacigalupo, Executive Vice President, Commercial Banking, and be responsible for leading the commercial lending efforts and teams across Eastern and Central New York.

Mr. Bacigalupo stated, "I am pleased to have Scott join the bank and take on a leadership role in our New York markets. Scott has extensive relationships and middle market lending experience in the Capital Region and across Central New York, and is the right person to build on the commercial banking success Berkshire has had in this region. I look forward to working with him and his teams to continue the growth momentum in Albany and our recently enhanced footprint through Utica and Syracuse."

Mr. Houghtaling has over 20 years' experience in commercial banking in New York State. He joined Berkshire from RBS Citizens, where he was SVP, Team Leader managing a $950 million portfolio focused on Not-for-Profit and Healthcare customers in New York. He joined Citizens Bank in 2003 in their middle market banking group and previously worked for JPMorgan Chase and Fleet Bank in relationship management and credit roles based in Albany, NY. Houghtaling graduated cum laude from Siena College with a Bachelor of Science in Business. He is currently a Member of the Development Committee of the Albany Medical Center, a Trustee of the Feura Bush Library and is on the Capital Region Mortgage Committee of the Community Preservation Corporation.

Mr. Houghtaling replaces Michael Carroll who was appointed Chief Credit Officer of Berkshire Bank in October 2013. Houghtaling will be based in Berkshire's Albany headquarters located at 41 State Street. He will lead Berkshire's growing commercial team, which currently includes eight commercial relationship managers together with Christopher Papayanakos, SVP Commercial Regional Leader – Syracuse.

BACKGROUND

Berkshire Hills Bancorp is the parent of Berkshire Bank – America's Most Exciting Bank®. The Company has approximately $6.0 billion in assets and 92 full service branch offices in Massachusetts, New York, Connecticut, and Vermont providing personal and business banking, insurance, and wealth management services.

FORWARD LOOKING STATEMENTS

This document may contain forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. There are several factors that could cause actual results to differ significantly from expectations described in the forward-looking statements. For a discussion of such factors, please see Berkshire's most recent reports on Forms 10-K and 10-Q filed with the Securities and Exchange Commission and available on the SEC's website at www.sec.gov. Berkshire does not undertake any obligation to update forward-looking statements.

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