



Berkshire Bank Names Ron A. MacDonald SVP Corporate Auto Sales Leader

PITTSFIELD, MA – August 26, 2015 – Berkshire Hills Bancorp, Inc. (NYSE: BHLB) has appointed Ron A. MacDonald to Senior Vice President, Corporate Auto Sales Leader.

MacDonald joins Berkshire from First Niagara Bank where he served as First Vice President, National Sales Manager, focused on expanding the indirect auto finance business across the Northeast. He has over 30 years of experience in the automotive business including previous roles at TD Bank as the National Sales Manager for auto finance and various positions within the auto dealer community. MacDonald received his BA from University of New Hampshire.

Sean Gray, Executive Vice President and Head of Retail Banking commented, “I am excited to have Ron join the bank and take on a leadership role in expanding our prime indirect auto unit. With his extensive auto lending relationships and experience across New England, he is the right person to expand on the successful platform Berkshire has established in New York. Ron will be leading Berkshire’s indirect team, providing strategic direction to develop and expand relationships throughout our footprint, with a focus on building long-term partnerships and managing the secondary marketing of this product. This is another example of our commitment to ongoing leadership recruitment and revenue diversification and we look forward to profitable growth from this business line.”

Ron A. MacDonald, SVP Corporate Auto Sales Leader, is based at Berkshire’s Eastern Massachusetts Regional Headquarters at 1 Van de Graaf Drive, Burlington, MA 01801 and may be reached at 207-415-1312, rmacdonald@berkshirebank.com.

BACKGROUND

Berkshire Hills Bancorp is the parent of Berkshire Bank – America's Most Exciting Bank®. The Company has over \$7.5 billion in assets and 93 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 contains 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.

CONTACTS

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