



Princeton Advisory Group, Inc. Selects Berkshire Bank for Private Banking Strategic Alliance

Berkshire Bank to Provide Full Suite of Private Banking Services to Princeton-Based Wealth Firm

PITTSFIELD, MA, May 3, 2017 – Princeton Advisory Group, Inc. and its affiliate Global Wealth Management, LLC (GWM) announced today the signing of a definitive agreement with Berkshire Bank for a wealth management alliance, including an arrangement for Berkshire Bank to provide private banking and corporate trustee services for GWM’s clients.

This alliance represents an amplification of Berkshire’s wealth management capabilities in New Jersey and Pennsylvania, and is expected to benefit GWM’s experienced wealth managers by providing access to Berkshire’s resources. Both organizations share a common vision to create a one-stop shop for wealth management and financial planning that will provide portability and scalability for clients. Based in Princeton, New Jersey, GWM specializes in providing investment and wealth management services to high net-worth individuals, families and institutional investors. Berkshire is a high-quality, client-focused, middle market commercial, private banking, and wealth management organization with community banking capabilities serving NJ, PA, NY and New England.

“Berkshire is a natural fit, providing access to best-in-class private banking services, delivered through a singular point of contact allowing us to maximize the client experience and continuity of service,” said Princeton/GWM CEO Munish Sood. “With Berkshire’s resources behind us, we believe this alliance will be a significant contributor to the continued growth and success of both organizations. We remain committed to our markets and enhancing our client relationships.”

Sean A. Gray, COO of Berkshire Bank, added, “An alliance with GWM & Princeton Advisory Group is a terrific fit for Berkshire Bank. As one of the top wealth management firms in the mid-

Atlantic region, GWM brings a combination of industry-leading capability and significant scale, providing a natural fit for our private banking and corporate trustee clients. Our strategic decision to complement our strong wealth management platform enables us to further expand our client offerings. We look forward to adding Princeton's expertise to our organization, and taking advantage of the synergies, giving us immediate prudent scalability."

The private banking and wealth management business is a major area of growth and focus for Berkshire; over the last decade it has grown in size and stature with wealth assets under management of \$1.4 billion. Both GWM and Berkshire believe in exemplary client service and active fiduciary management with portfolio diversification across traditional and alternative investments to provide clients with the ability to achieve their short and long term goals. GWM's current client expertise includes professional athletes, medical professionals, technology executives and entrepreneurs.

About Global Wealth Management, LLC

Global Wealth Management, LLC is an independent registered investment advisor since 1983. The firm specializes in providing investment and wealth management solutions to High Net Worth, Family Offices and Endowments/Foundations. Princeton Advisory Group, Inc. will allow GWM to enhance its product offering to current and new clients. Collectively the companies manage in excess of \$700 million in AUM.

About Berkshire Bank

Berkshire Hills Bancorp, Inc. (NYSE: BHLB) is the parent of Berkshire Bank, America's Most Exciting Bank[®]. The Company, a community-based financial services company recognized for its entrepreneurial approach and distinctive culture, has \$9.3 billion in assets and 97 full service branch offices in Massachusetts, New York, Connecticut, Vermont, New Jersey and Pennsylvania, providing personal and business banking, insurance, and wealth management services. To learn more, visit www.berkshirebank.com, or call 800-773-5601.

Berkshire Bank Media Contact: Elizabeth Mach, 413-445-8390, emach@berkshirebank.com