



44 BUSINESS CAPITAL

A Division of Berkshire Bank

Business Loans from Business People

FOR IMMEDIATE RELEASE – August 4, 2017

Contact: Ellen Neri, 484.919.9185 Neri PR Marketing Communications

44 BUSINESS CAPITAL ANNOUNCES NEW VICE PRESIDENT FOR THE SBA LOAN PROGRAM — DENVER COLORADO TERRITORY

Englewood, CO - 44 Business Capital, a Division of Berkshire Bank, is pleased to announce the hiring of Jennifer H. Varela of Centennial, CO, as Vice President, SBA Loan Servicing for the Denver market. Varela has over 15 years of experience in the Colorado banking industry. Most recently Varela served as business relationship manager for Bank of the West, Greenwood Village, CO, managing the portfolio of more than 150 customers.

A resident of the Denver metro area, Varela has been a member of the Foxridge Swim and Racquet Club Board, Commercial Real Estate Women (CREW) and Colorado Association of Government Guaranteed Lenders (CAGGL). A graduate of Colorado State University, Varela holds a Bachelor of Science in Business Administration - Finance and Real Estate.

"As a division of Berkshire Bank, 44 Business Capital will continue to add experienced staff to build out an exceptional SBA lending team that will serve the SBA's mission on a larger scale," said Greg Poehlmann, Senior Vice President of Business Banking. "To that end, we are extremely excited to have Jennifer Varela join Daniel O'Meara, first vice president of SBA lending, to establish our brand in the Denver and Rocky Mountain region of Colorado." Jennifer is a former colleague of both Daniel and myself and I'm thrilled to have her join our team. We continue to build a strong, experienced group of team players and Jennifer is certainly no exception. Her broad banking background will provide us with a deeper bench across several aspects of our business."

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About 44 Business Capital:

For over 20 years, the principals of 44 Business Capital have provided financing solutions to hundreds of businesses in a variety of industries. For further information, please contact 44 Business Capital at 215.985.4400 or online at 44businesscapital.com. The main office is located at 1787 Sentry Parkway West, Suite 200 Building 16 Blue Bell, PA.

About Berkshire Bank:

Berkshire Hills Bancorp (NYSE: BHLB) is the parent of Berkshire Bank, America's Most Exciting Bank®. The 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. The relocation of the bank's main office is subject to regulatory approval. The Company has a pending agreement to acquire Commerce Bancshares Corp., the parent company of Commerce Bank and Trust Company, a \$2.2 billion bank with 16 branches in the Worcester, MA and Boston, MA markets. In 2017, the Bank was named one of Massachusetts' Most Charitable Companies by Boston Business Journal. To learn more, visit www.berkshirebank.com, call 800-773-5601 or follow us on: Facebook, Twitter, and LinkedIn. Berkshire Bank is the official bank of NESN's Boston Bruins coverage and the community partner of Boston Seasons at City Hall Plaza.

Contacts:

Greg Poehlmann, 215.985.4400 x 229 Senior Vice President of Business Banking, 44 Business Capital
Jennifer Varela 720.683.8708

Location: The Point at Inverness | 8310 S. Valley Hwy Suite 300 | Englewood, CO 80112

1787 Sentry Parkway West ■ Building 16, Suite 200 ■ Blue Bell, PA 19422
215.985.4400 ■ 44businesscapital.com