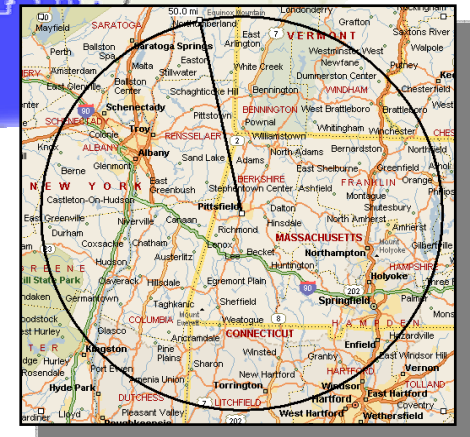
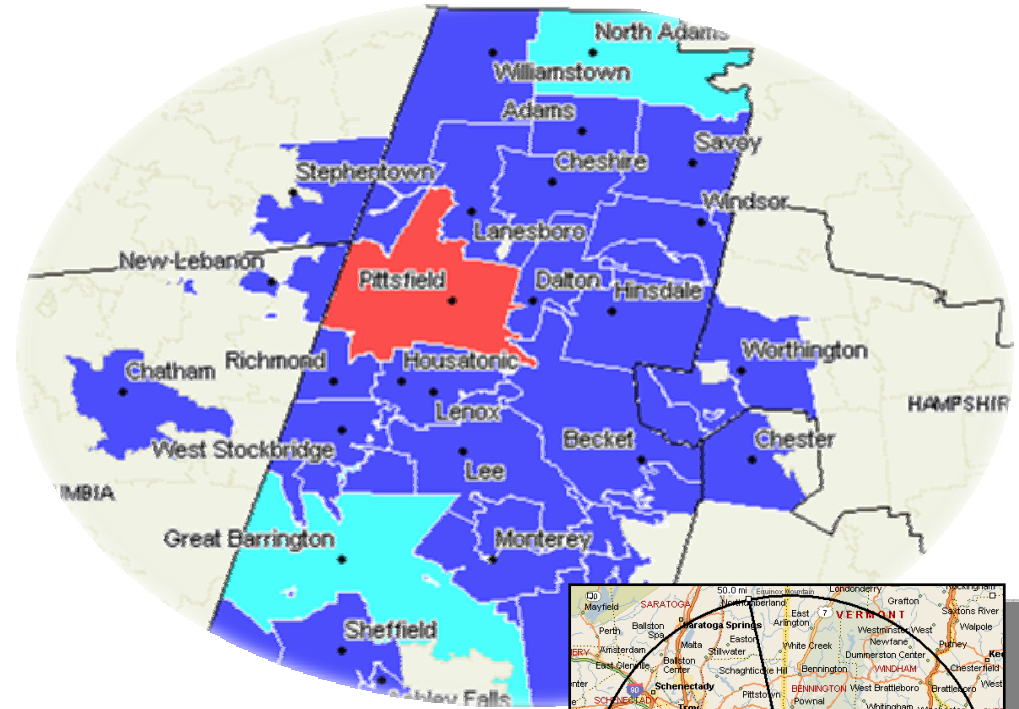


Berkshire's Market Area

- **36 Zip Codes** in Western Massachusetts and Southeastern New York
- **Total Population: 138,296** – collectively a larger market than the cities of Syracuse, Escondido or Bridgeport!
- **8,116 businesses** with 81,661 employees
- **Annual Retail Sales: \$8.05 Billion**

Sources: 2009 Sales Development Services, Inc.
2009 Nielsen Claritas, Inc.



North Adams Transcript

