



NEWS RELEASE

# Associated Banc-Corp Announces Partnership with Super Bowl-Winning Green Bay Packers' Quarterback Aaron Rodgers

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GREEN BAY, Wis., May 4, 2011 /PRNewswire/ -- Associated Banc-Corp, a \$21 billion regional bank headquartered in Green Bay, Wis., announced today the signing of an exclusive, multiyear partnership with Super Bowl XLV MVP and Green Bay Packers' quarterback, Aaron Rodgers. Beginning in May 2011, Rodgers will exclusively promote Associated's customer and community events, consumer and commercial product lines and service as well as select philanthropic initiatives

As one of the largest banks headquartered in Wisconsin, Associated's partnership with Rodgers will create a winning team based on the values of professionalism, preparation and execution. Rodgers will make appearances at select Associated Bank events and will lend his likeness to marketing materials, financial education initiatives and future product lines. This partnership, in conjunction with Associated's existing partnership with the Green Bay Packers, provides a unique offering to Wisconsin residents who share a tremendous pride in their state and their local team.

"My experience with Associated Bank has been very positive," said Aaron Rodgers. "Their commitment to customer education, service, and support is tremendous. I look forward to working with Associated and being part of their team."

"Associated is honored to have this opportunity to work with Green Bay Packers' star Aaron Rodgers," said Nick Papachristou, Director of Corporate Marketing at Associated Banc-Corp. "Aaron's professionalism, excellence and

leadership both on and off the field closely tie to Associated's commitment to serving our customers with the highest quality of customer service. We are thrilled to welcome Aaron to the Associated team, and are sure that he'll bring his MVP qualities to all of our customer and community relations endeavors for many years to come."

## About Associated Banc-Corp

Associated Banc-Corp (NASDAQ: ASBC) is one of the top 50 financial services holding companies operating in the United States. At March 31, 2011, Associated had total assets of \$21 billion. Headquartered in Green Bay, Wis., Associated has approximately 270 banking locations serving more than 150 communities in Wisconsin, Illinois and Minnesota. The company offers a full range of banking services and other financial products and services. More information about Associated Banc-Corp is available at [www.associatedbank.com](http://www.associatedbank.com).

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