



## NEWS RELEASE

# Associated Bank partners with Craig Counsell, Milwaukee Brewers Manager

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MILWAUKEE, April 8, 2016 /PRNewswire/ -- Associated Bank announced today that it is teaming up with Craig Counsell, manager of The Milwaukee Brewers and a veteran of 16 years as a player in Major League Baseball. Counsell partnered with Associated Bank in the development of a TV commercial that will feature a few behind the scenes surprises you might not expect.

"Associated Bank and the Brewers have a long-standing partnership and engaging Craig Counsell is a natural fit as we tap into fans' enthusiasm for Brewers baseball," said Christopher Piotrowski, executive vice president and chief marketing officer, Associated Bank. "We're also honored that Craig's family has banked with Associated and been part of our team."

The ad will air during Brewers game broadcasts on Fox Sports Wisconsin during the first four innings of the game.

In addition, Craig Counsell's full-size cut-out is featured in the "Grand Slam Challenge" fan experience at Miller Park, which is located in the Field Level Concourse behind Section 113. Fans can have their photo taken next to Counsell's cut-out and choose to use a selection of baseball props.

"A new TV ad featuring Craig Counsell will help bring Associated's "Bank with the Bases Loaded" marketing campaign to life by promoting the benefits of Brewers Checking, Brewers Debit Card and Credit Card," said Piotrowski. "It's exciting to take our longstanding partnership with the Brewers to a new level."

Here is a preview of the **commercial with Craig Counsell**.

## ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of over \$27 billion and is one of the top 50 publicly traded U.S. bank holding companies. Headquartered in Green Bay, Wisconsin, Associated is a leading Midwest banking franchise, offering a full range of financial products and services from over 200 banking locations serving more than 100 communities throughout Wisconsin, Illinois and Minnesota, and commercial financial services in Indiana, Michigan, Missouri, Ohio and Texas. Associated Bank, N.A. is an Equal Housing Lender, Equal Opportunity Lender and Member FDIC. More information about Associated Banc-Corp is available at **[www.associatedbank.com](http://www.associatedbank.com)**.

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