



NEWS RELEASE

Associated Bank partners with star Green Bay Packers receivers

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GREEN BAY, Wis., Sept. 1, 2015 /PRNewswire/ -- Associated Bank (NYSE: ASB) announced today that it is teaming up with Randall Cobb, Jordy Nelson and Davante Adams. The three Packers star receivers will participate on behalf of Associated in fan and customer engagement activities, a wide range of marketing projects as well as community initiatives.

Associated, the largest bank headquartered in Wisconsin, has been the bank of the Packers since 1919. In 2014, Associated significantly expanded its long-standing Packers sponsorship to include numerous activities for fans, customers and communities throughout Wisconsin.

"Our exciting new relationships with these outstanding individuals and players extend that momentum into the new season," said Christopher Piotrowski, executive vice president and chief marketing officer. "We specifically sought out these players for the professional excellence and leadership they bring to their team and their sport. We endeavor to serve our consumer and commercial customers with those same qualities, and our new partnerships are a logical extension of that focus."

Piotrowski explained that high-profile activities spotlighting the players and other fan engagement opportunities will coincide with the beginning of the regular season. Program details will soon be announced as part of the company's Touchdown Central™ campaign.

"I have been a customer of Associated Bank since the beginning of my Packers career," Cobb said. "I'm excited to

represent a company that I know from personal experience has a championship-caliber commitment to its customers." Nelson and Adams are also Associated customers.

The company recently concluded a three-year partnership with Packers MVP quarterback Aaron Rodgers. "Aaron was a fabulous partner and ambassador for Associated," Piotrowski said. "We extend our thanks for his commitment to us during that time, and wish him the very best both on and off the field."

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of \$27 billion and is one of the top 50, publicly traded, U.S. bank holding companies. Headquartered in Green Bay, Wis., Associated is a leading Midwest banking franchise, offering a full range of financial products and services in more than 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.

Contact: Cliff Bowers

Senior Vice President

Public Relations Director

920-491-7542 PHONE

920-241-0371 CELL

Clifford.Bowers@AssociatedBank.com

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