



NEWS RELEASE

Associated Bank teams up with Aaron Rodgers for MVP 'Most Valuable Photobomber'

9/23/2014

GREEN BAY, Wis., Sept. 23, 2014 /PRNewswire/ -- Associated Bank, with the help of Aaron Rodgers, is continuing a tradition dating back to the beginning of film – the photobomb.

Rodgers has some history – and notoriety – with the photobomb.

It was noticed that all Packers game-captain photos had Rodgers in the background. And this was no coincidence. Rodgers was subtly and intentionally photobombing the photo. Once teammates and fans caught on to Rodger's photobombing, the age-old tradition was reinvigorated for the Green and Gold.

Aaron Rodgers, in partnership with Associated, is letting fans in on the action by helping to create their very own photobomb. Associated's MVP 'Most Valuable Photobomber' incorporates 'selfies' and 'photobombing' and the opportunity to win one of 10 footballs signed by Rodgers.

"Aaron Rodgers is an MVP both on and off the field," said Christopher Piotrowski, chief marketing officer, Associated Bank. "While he is definitely a 'Most Valuable Player' on the team, he also holds the title of 'Most Valuable Photobomber.' We thought the time has come to fully appreciate the art of photobombing and to honor No.12, one of the best in the business."

Here's how fans can participate in the MVP 'Most Valuable Photobomber Sweepstakes:

- Visit any Wisconsin Associated Bank **branch** and take a photo with a life-size Aaron Rodgers cutout or

- Visit www.AssociatedBankMVP.com and upload your own photo that will be photobombed by the MVP

Fans who share their photo on Twitter, Facebook or Pinterest with the hashtag #GoodFit will automatically be entered to win one of 10 footballs signed by Rodgers. The winners will be randomly chosen at the end of the sweepstakes.

In addition to the MVP 'Most Valuable Photobomber' sweepstakes, fans who go through the **Associated Packers Fan Experience** at all home games this season will receive their photo with the featured photobomb from Aaron Rodgers.

To learn more and to view the official contest rules visit www.AssociatedBankMVP.com and **YouTube**.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NASDAQ: ASBC) has total assets of \$26 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 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.

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