



NEWS RELEASE

## Associated Bank to be featured on Lifetime® Network's Designing Spaces® show

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MILWAUKEE, April 13, 2016 /PRNewswire/ -- Associated Bank will receive national exposure for its home lending expertise with a segment on Lifetime Network's Designing Spaces®, an award-winning home improvement show. The half hour show spans the genres of decorating ideas, do-it yourself projects, home purchasing, and financing advice.

Designing Spaces sought out Associated Bank's expertise as a top lender in the Midwest. The 6-minute segment is titled "Obtaining a Mortgage: Understanding the Process." It will feature Jim Larcheid, an Associated Bank senior residential loan officer, who offers advice to a couple looking for their first home. Other Associated Bank colleagues are featured in the segment as employees and customers. ([Link to TV segment teaser](#))

"As the number one mortgage lender in Wisconsin for the seventh consecutive year and a leading lender in the midwest, Associated Bank is proud to showcase our lending expertise on one of America's favorite home improvement shows," said David Bauer, director of mortgage sales at Associated Bank. "Not all lenders are the same, and we're proud to stand out by offering a better lending experience. Designing Spaces is helping us demonstrate how we do that."

Set your DVR! There will be two original airings of the show on April 14 and 21 at 6:00 a.m. CST on Lifetime®. In addition, the segment will be streamed online at [www.designingspaces.tv](http://www.designingspaces.tv) as well as on [www.AssociatedBank.com](http://www.AssociatedBank.com). The segment will also air through various other U.S. and international broadcast, network and online syndication outlets.

## 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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