



NEWS RELEASE

# Associated Bank to open experiential branch in Tiletown

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GREEN BAY, Wis., April 30, 2019 /PRNewswire/ -- A new Associated Bank flagship branch featuring experiences blending the bank's superior product offerings and its deep-rooted relationship with the Green Bay Packers is coming to Tiletown, the 45-acre mixed-use development just west of Lambeau Field.

The branch will be located in the lower level of the TiletownTech building situated next to Hinterland Restaurant, an area with high pedestrian traffic. The branch is expected to open in September.

"As the bank of the Packers since 1919, Associated Bank is proud and honored to share 100 years of partnership with the Packers," said Philip B. Flynn, president and CEO, Associated Bank. "This partnership has so much history in our community and will continue to benefit all Packers fans."

The new branch will feature one-of-a-kind experiences that will engage and entertain Packers fans like never before. Fans will be led through a series of stations, each building on the previous. The path from Packers fan to team legend is personalized just for them.

This self-guided interactive journey will create a customized avatar that transforms fans into part of the team and further leads them through various interactive stations including Train Like a Champion, Go Green and Cold and Suit Up.

Each fan's experience from start to finish will be collected and live in an online gallery accessible by email, making it



easy to share on social media.

"Titledown is the perfect place to play, stay, eat and relax year round – which makes Associated Bank a great fit as they will be offering a fun and unique experience that all visitors can enjoy," said Mark Murphy, president and CEO, Green Bay Packers.

Business customers will be treated to additional experiences in a flexible private space used for business meetings and special events.

"Most bank visits are typical, expected and predictable," said Christopher Piotrowski, executive vice president and chief marketing officer, Associated Bank. "This branch will be anything but. Packers fans will see how Associated makes the banking experience simple and easy, while having a little fun at the same time. New customers can also explore the benefits offered to Packers checking and debit customers."

During traditional banking hours, the location will function as a full-service branch for transactions, new account openings and other bank services. It will include standard amenities such as Associated's full-service teller lobby and a 24-hour ATM. Fan experiences will be available during the branch's normal hours, as well as on Packers game days and during other special Titledown events.

The branch is being developed by Rinka+ in conjunction with IEI General Contractors, Inc. and GMR Marketing. Construction is underway and a fall grand opening is anticipated.

## **ABOUT ASSOCIATED BANC-CORP**

Associated Banc-Corp (NYSE: ASB) has total assets of nearly \$34 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 more than 230 banking locations serving more than 110 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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