



NEWS RELEASE

Associated Bank's "Grand Slam Challenge" fan experience at Miller Park is a hit!

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MILWAUKEE, April 5, 2016 /PRNewswire/ -- As part of their partnership with the Milwaukee Brewers™, Associated Bank launched a new "Grand Slam Challenge" fan experience at Miller Park on Opening Day. Baseball fans lined up to participate in the interactive batting game and photo booth with a Miller Park wall backdrop, which is located in the Field Level Concourse behind Section 113.

During the 2016 baseball season, fans can participate in the "Grand Slam Challenge" game and swing a motion sensor bat to challenge their hitting skills. The game offers each player five pitches to rack up points, with a leaderboard to showcase the "top hitters" each day. All participants will receive a personalized trading card photo they can share through their social networks as well as a commemorative photo of Hank the Ballpark Pup.

Bankers are located next to the Grand Slam Challenge to answer questions and help fans sign-up for Brewers Checking and Debit Card. New customers can receive a \$150 bonus* for opening a Brewers Checking account and receive their Brewers Debit Card immediately. In addition, by showing their Brewers Debit Card they will receive a 10% discount at the Brewers Team Store by Majestic, exclusive access to the Associated Bank Check In Gate at Miller Park, and 2-for-1 ticket discounts on select games.

Fans will also have the opportunity to apply for the new Brewers Credit Card where they can earn up to 25% bonus rewards. All fans who apply for the Brewers Credit Card at Miller Park will receive a free Brewers baseball hat.**

"Associated Bank has been a proud commercial banking partner of the Brewers and home of Brewers Checking and

the Brewers Credit Card," said Christopher Piotrowski, executive vice president and chief marketing officer at Associated Bank. "Our partnership includes unique fan engagement activities to share our love of baseball and support our great team."

For more information about Brewers Checking and Debit Card visit www.associatedbank.com/brewers150, and for more information about the Brewers Credit Card visit www.associatedbank.com/brewerscard.

*Offer expires December 31, 2016. A \$100 minimum deposit is required to open a new account. Please visit www.associatedbank.com/brewers150 for terms and conditions.

**By completing an application for a Brewers credit card from April 4, 2016 until September 25, 2016 during Milwaukee Brewers home games, applicant will receive a free hat. Subject to credit approval.

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.

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