



NEWS RELEASE

## Associated Bank's Haymarket Square location earns prestigious commercial real estate awards

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MILWAUKEE, May 18, 2015 /PRNewswire/ -- Associated Bank announced that its new Haymarket Square branch building at 1301 N. Dr. Martin Luther King Jr. Drive was recognized with two prestigious real estate awards from prominent state business publications.

Located at McKinley Avenue and Dr. Martin Luther King Jr. Drive, Associated's branch is built on the site of a previous public market known as Haymarket Square in the early 1900s. In addition to building a new contemporary branch design with environmental elements, the bank teamed up with the City of Milwaukee and NEWaukee to build a community park in front of the branch. The park features public spaces and seasonal events coordinated by NEWaukee.

A panel of judges praised Associated Bank's sustainable lighting and storm-water features in an urban context. "Activating a vacant site and contributing a public park is the definition of good urbanism," said one judge. Another judge noted "the building itself is a great branding element for the bank, with the glass tower as a beacon and bright green corporate color clearly evident."

"Rinka Chung Architecture very much appreciates our partnership with Associated Bank, a visionary client who understands that progressive design is part of a great banking experience for today's customer," said Matt Rinka, principal at Rinka Chung. "We created a design that captures consumers' heightened expectations for service and technology, as well as an inviting new building and public park that provides excellent visual interest at an important urban corner in our community."

"The Haymarket Square branch represents the next generation of branch design for Associated Bank, but it's much more than that," said Darren Dewing, Associated's director of retail distribution. "We're proud to use this opportunity to create something that is beautiful and functional for our customers as well as useful to the community."

John Halechko, director of branch banking at Associated Bank commented: "The new branch design and layout offers customers an enhanced banking experience. In addition to 24/7 self-service banking solutions, a digital demonstration zone allows customers to sign up for online banking and interact with Associated Bank's mobile applications as they are supported by our professional staff."

## 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 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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