



NEWS RELEASE

Green Bay Packers receivers Jordy Nelson and Randall Cobb partner with Associated Bank for second year

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GREEN BAY, Wis., July 25, 2016 /PRNewswire/ -- Associated Bank announced today that it is extending its partnership with Packers wide receivers Jordy Nelson and Randall Cobb to participate on behalf of Associated in fan and customer engagement activities, a wide range of marketing projects and community initiatives.

Associated Bank, the largest bank headquartered in Wisconsin, has been the bank of the Packers since 1919. Beginning in 2014, Associated significantly expanded its long-standing Packers sponsorship to include numerous activities for fans, customers and communities throughout Wisconsin.

"For the second year, Associated Bank has an exciting opportunity to partner with these exceptional individuals and players and call them part of our team," said Christopher Piotrowski, executive vice president and chief marketing officer, Associated Bank. "Jordy and Randall exude professional excellence and leadership for their team and their sport, as we strive to do the same for our consumer and commercial customers."

Nelson and Cobb are both Associated Bank customers.

A series of high-profile activities spotlighting the players and other fan engagement opportunities will coincide with the beginning of the regular season. Program details will soon be announced as part of the company's "Reach the End Zone" campaign.

"I have been a customer of Associated Bank since the beginning of my Packers' career," Cobb said. "I'm excited to represent a company that I know from personal experience has a championship-caliber commitment to its customers."

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of \$29 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.

Contact: Jennifer Kaminski

Vice President | Public Relations Manager

920-491-7576

Jennifer.Kaminski@associatedbank.com

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