



NEWS RELEASE

Jordy Nelson and Randall Cobb invite fans to "Get Closer to the Packers" with Associated Bank

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GREEN BAY, Wis., Oct. 2, 2017 /PRNewswire/ -- Associated Bank is offering Packers fans an exclusive opportunity to keep celebrating throughout the football season, "Get Closer to the Packers," and meet Jordy Nelson and Randall Cobb.

Fans are invited to enter the Party with the Pack Sweepstakes through Nov. 20 for a once in a lifetime chance to meet Nelson and Cobb. The exclusive event in December will provide fans with an opportunity to take a photo with Nelson and Cobb, participate in a Q&A with the players, receive an autographed item and more. Videos with Nelson and Cobb promoting Party with the Pack will appear on TundraVision at Lambeau Field and online. Visit associatedbank.com/packersfan

"Associated Bank has been the Bank of the Packers since 1919 and is proud to have Jordy Nelson and Randall Cobb among our customers," said Christopher Piotrowski, executive vice president and chief marketing officer, Associated Bank. "We invite fans to join the Packers Checking team so they can enjoy the same benefits as Jordy and Randall."

Through Nov. 30, Associated Bank will continue to give fans the chance to win Packers tickets so they can celebrate in the stadium and on the sidelines. Fans can win two game tickets paired with VIP sideline passes, or two tickets to the Festival Foods MVP Deck. Visit www.associatedbank.com/tickets

"This season's 'Get Closer to the Packers' campaign provides fans, the business community and our community

partners with an array of perks that only the official Bank of the Packers since 1919 can offer," said Piotrowski.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of nearly \$30 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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