



NEWS RELEASE

## Packers fans invited to enter Associated Bank's "Keys to Lambeau" Sweepstakes for exclusive tour of Lambeau Field

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GREEN BAY, Wis., Jan. 8, 2016 /PRNewswire/ -- Associated Bank is offering Packers fans an opportunity to win an exclusive, behind-the-scenes, VIP tour of Lambeau Field as part of the team's post-season celebration.

Packers fans are invited to enter Associated Bank's Keys to Lambeau Sweepstakes either online at **AssociatedBank.com/Keys** or in any Wisconsin branch. Ten lucky winners and a guest will receive an exclusive, behind-the-scenes, VIP tour of Lambeau Field, a photograph at the press conference podium, Packers Hall of Fame passes, dinner at 1919 Kitchen and Tap, signed Packers merchandise and much more.

"The Packers had a great season and we want to continue the celebration by offering fans the opportunity to see Lambeau Field from a different view point," said Christopher Piotrowski, executive vice president and chief marketing officer, Associated Bank. "As the bank of the Packers since 1919, Associated Bank is proud to celebrate the success of the Packers organization and its fans."

Fans can show their Packers pride with logoed Packers Checking and unique Debit Card programs that bring a \$150 offer and 10 percent discount at the Packers Pro Shop.

Associated Bank celebrated throughout the season with a series of fun and engaging activities spotlighting the players and other fan engagement opportunities. Packers fans had the opportunity to engage with Associated Bank's Touchdown Central campaign, the **Touchdown Central** sweepstakes, along with the Touchdown Central fan

**challenge**, Turf Search and Community Day celebration.

The sweepstakes runs through February 7, 2016. Packers fans can enter twice per day, once in the branch and once online. Official rules can be found at the [AssociatedBank.com/Keys](http://AssociatedBank.com/Keys).

## 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, 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](http://www.associatedbank.com).

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