

## **ASSOCIATED BANK PUCK DROP CONTEST**

### **OFFICIAL CONTEST RULES**

Associated Bank, N.A. (“Associated Bank”) is proud to bring you the Puck Drop Contest (the “Contest”).

**NO PURCHASE OR TRANSACTION REQUIRED TO ENTER OR WIN. YOU DO NOT NEED TO HAVE AN ACCOUNT WITH ASSOCIATED BANK TO ENTER OR WIN. UTILIZING ANY BANK SERVICES OR PRODUCTS WILL NOT IMPROVE YOUR CHANCES OF WINNING. CONTEST VOID WHERE PROHIBITED BY LAW.**

**1. CONTEST PERIOD:** The Contest begins at 12:01 a.m. Central Time (CT) on January 16, 2016 and will continue until the earlier of 11:59 p.m. CT on February 14, 2016, or until all winning hockey pucks are claimed (the “Contest Period”).

**2. ELIGIBILITY:** The Contest is open only to legal residents of the states of Minnesota and Wisconsin who are 18 years of age or older and who are not considered a minor in their state of residence at the time of entry. The Contest is subject to all applicable federal and state/provincial laws and regulations. Employees, directors and officers of Associated Bank or any place of business where a prize is located, their respective parent companies, affiliates, subsidiaries or any of their agents, advertising, promotional and other agencies, and their immediate families (parents, siblings, children and spouse) and persons living in the same household (whether related or not) are not eligible to enter the Contest or win a prize. Employees of the Minnesota Wild Hockey Club, LP and their immediate families (parents, siblings, children and spouse) and persons living in the same household (whether related or not) are not eligible to enter the Contest or win a prize. Employees of the National Hockey League, and their immediate families (parents, siblings, children and spouse) and persons living in the same household (whether related or not) are not eligible to enter the Sweepstakes or win a prize.

**3. HOW TO ENTER:** There are two ways to enter the Contest:

1. Participants are eligible to win a prize by finding a “winning hockey puck”. Winning hockey pucks will be placed from January 16, 2016 through February 12, 2016 at several locations (each “Location”) throughout Minnesota and participating Wisconsin branches (Eau Claire, Hudson, Baldwin, Ellsworth, Chippewa Falls, Onalaska, La Crosse, Holmen or Viroqua). During the Contest Period, clues will be delivered via Associated Bank’s Facebook and Twitter accounts on a daily basis describing Locations in Minnesota and participating Wisconsin branches where participants may find a winning hockey puck. One (1) clue will be provided for each Location.
2. **Mail-In Entry:** To enter by mail, handprint on a 3”x5” card your full first and last name, complete address, ZIP/postal code, evening phone number, date of birth, and name of drawing. Mail in a #10 business size envelope to: Puck Drop Contest, MS 7949, Attn: S. Krohn, 330 E. Kilbourn Ave., Suite 225, Milwaukee, WI, 53202. Entries must be received by 5:00 p.m. CST on Friday, February 12, 2016.

**4. SELECTION OF WINNERS:**

1. For those who have entered in accordance with Section 3(1) above, winners will include all entrants who have located a winning hockey puck.

2. For those who have entered in accordance with Section 3(2) above, winners will include the entrant who is randomly selected via a drawing for all such entries held on Monday, February 15. Winners will be notified by phone of winning and will be required to respond by 7:00 p.m. CST notifying Associated Bank of prize acceptance.

Odds of winning will be based on the number of individuals searching for hockey pucks. By participating, entrants agree to abide by and be bound by these Official Contest Rules.

If no one claims a winning hockey puck within a reasonable time, as determined by Associated Bank in its sole discretion, Associated Bank may elect not to award the winning hockey puck, to announce additional clues, or to change the Location of the winning hockey puck.

Associated Bank reserves the right to determine the winner based on whichever criteria it chooses.

## **5. CLAIMING YOUR “WINNING HOCKEY PUCK”:**

1. To claim your winning hockey puck for the winners selected in Section 4(1) above, you must be eligible and you **MUST** contact an Associated Bank staff member when you find the winning hockey puck on the day it has been found. The Associated Bank staff member will register you by visiting ABPuckDrop.com, if you choose. If not registered by Associated Bank staff member, you can visit ABPuckDrop.com and provide the unique code printed on the “Congratulations” ticket (contained in the plastic pocket attached to the winning hockey puck) when claiming your prize.

2. Associated Bank will contact you on Tuesday, February 16, 2015, if you were selected as a winner from Section 4(2) above and will mail your winning puck to you at an address you provided. You will also be registered for the event at this time.

**Winners will be required to sign and return (if necessary) an Affidavit of Eligibility, Release of Liability and a Publicity Release (where legal) and send a W-9 to Associated Bank within fourteen (14) days of request. Non-compliance with these requirements will result in disqualification and the prize will be forfeited. In the event that a prize or prize notification is returned as undeliverable, such prize will be forfeited. Failure to return a W-9 or a completed and signed Affidavit of Eligibility, Release of Liability and Publicity Release within the allotted time period will result in disqualification of the winner and forfeiture of the prize. Where a puck piece is forfeited prior to the February 14, 2016, the hockey puck may be re-hidden for an alternate winner. If a puck piece is forfeited for any reason on or after February 14, 2016 at 11:59 PM CST, then the hockey puck will be forfeited.**

**TWO WINNERS PER HOUSEHOLD.** Only two registrations are allowed per address and any additional entries will be considered invalid.

**6. PARTICIPATION CONDUCT:** A participant may be removed from a Location and/or disqualified from participating in the Contest, at the sole discretion of Associated Bank and its affiliates, for any reason at any time, including but not limited to the advice of Associated Bank’s representatives at Location (“Event Staff”). Any act performed by participant defined by Federal, State or Local statute or ordinance as constituting a criminal act may result in removal from the Location and/or disqualification from Contest. At the sole discretion of Associated Bank, if a participant uses profanity, or demonstrates

any lewd or sexually suggestive gestures or full or partial nudity, Associated Bank shall have the right to remove the individual from the Location and/or disqualify participant from Contest. At the sole discretion of Associated Bank and Event Staff, if a participant creates a potential for death, disability, injury, property damage or any other negative incident during Contest or during his/her participation in Contest, Associated Bank shall have the right to disqualify participant from Contest and to remove that individual from the Location. And disqualification and/or removal from the Location will result in forfeiture of any prize that may have been awarded.

By participating, each participant (i) understands that Associated Bank has not arranged for and does not carry any insurance of any kind for participant's benefit and that participant will be solely responsible for obtaining and paying for any medical, life, accident, automobile, property or other insurance relative to his/her participation in Contest; (ii) agrees that he/she will obey all traffic, safety and other applicable laws and will not speed or otherwise expose himself/herself or any other individual, whether participating in the Contest or not, to harm or danger of any kind; (iii) agrees to release and hold harmless Associated Bank and its affiliates from any injuries, losses or damages of any kind, including, without limitation, death, to persons, or property resulting in whole or in part, directly or indirectly, from participating in the Contest; and (iv) agrees to indemnify Associated Bank and its affiliates from any losses, liabilities or expenses, including, without limitation, reasonable attorneys' fees, resulting from any claims, proceedings or investigations arising from or in connection with participant's participation in Contest or compliance or non-compliance with these Official Contest Rules.

## **7. WINNING PUCK DROP:**

Winning pucks will be distributed as follows:

- Seventy (70) "winning hockey pucks" will be placed at participating Associated Bank Locations in Minnesota and Wisconsin.
- One (1) "winning hockey puck" will be chosen in a random drawing for all mail-in entries received.

## **8. PRIZES/APPROXIMATE RETAIL VALUE (ARV):**

Seventy-one (71) winners plus a guest will be invited to a special reception at the Xcel Energy Center on February 22, 2016, which will include current Minnesota Wild hockey player as well as food and beverage. During this reception, winners will receive an autographed item as described in your winning hockey puck (total ARV = \$200). In the event that a winner is unable to attend the reception, the signed merchandise will be mailed prior to February 29, 2016 to an address provided by the winner. Winner will be responsible for transportation expenses to and from the event. In the event of inclement weather, Associated Bank reserves the right to postpone or cancel the event. Associated Bank reserves the right to suspend or move the event date or venue due to extenuating circumstances.

No prize transfer or cash substitutes allowed except at Associated Bank's sole discretion. Associated Bank reserves the right, at its sole discretion, to cancel/suspend the Contest if it becomes corrupt in any manner such that it cannot be conducted as originally planned. By participating, entrants agree to these Official Contest Rules.

**Obligations of Winner:** All income taxes on the prize are the sole responsibility of the winner. A U.S. home address (no Post Office boxes allowed) must be provided by the winner. Associated Bank is not responsible for any change of email address, mailing address and/or telephone number of a winner.

**9. RELEASE OF LIABILITY; CONSENT:** As a condition of claiming the prize, each participant agrees (or agrees to confirm in writing) to release, indemnify and hold Associated Bank its affiliates, subsidiaries, and each of their respective officers, directors and agents harmless from any and all claims, damages, losses or liability due to any injuries, damages or losses (including death) to any person or property of any kind resulting in whole or in part, directly or indirectly, from the acceptance, possession, misuse or use of the prize or participation in any prize related activities or participation in this Contest including any and all costs and attorneys' fees incurred in responding to and/or defending such claims. As another condition of claiming the prize, each participant agrees (or agrees to confirm in writing) to release, indemnify and hold Minnesota Wild Hockey Club, LP its affiliates, subsidiaries, and each of their respective officers, directors and agents harmless from any and all claims, damages, losses or liability due to any injuries, damages or losses (including death) to any person or property of any kind resulting in whole or in part, directly or indirectly, from the acceptance, possession, misuse or use of the prize or participation in any prize related activities or participation in this Contest including any and all costs and attorneys' fees incurred in responding to and/or defending such claims.

Except where prohibited by law, by accepting a prize, winners agree that Associated Bank and Associated Bank's related and affiliated companies may use the winners' name, address (city, state), photograph(s), videotape, likeness, and/or prize information for advertising, publicity and promotional purposes and to the use of statements made by or attributed to the winners relating to Associated Bank, its related and affiliated companies or to the Contest and grants to Associated Bank and Associated Bank's related and affiliated companies any and all rights to said use without further notice and/or compensation except where prohibited by law.

**10. PERSONAL INFORMATION:** All personal information collected by Associated Bank during the Contest may be used by Associated Bank for internal purposes and may be disclosed to and used by Associated Bank for administrative, promotional and marketing purposes associated with Associated Bank. By entering the Contest, each entrant, agrees that, subject to applicable law, his or her personal information may be used by Associated Bank for administrative, promotional and marketing purposes, including, without limitation, communicating with entrants about the Contest, identifying products and services for which entrants may be eligible, and offering services to entrants. The personal information of entrants will not be used by Associated Bank for any purpose other than those described above, nor will it be disclosed to any other third parties, unless otherwise required by law.

**11. MISCELLANEOUS:** If for any reason this Contest cannot be executed as planned, including but not limited to tampering, unauthorized intervention, fraud, or any other causes beyond the control of Associated Bank that corrupt or affect the security, administration, fairness, integrity or proper conduct of this Contest, or if this Contest is compromised or becomes corrupted in any way, Associated Bank reserves the right to terminate this Contest. If this Contest is terminated before the expiration of the Contest Period, Associated Bank may select the winning entries from among the eligible entries received prior to the termination of the Contest. **ANY ATTEMPT BY ANY PERSON TO DELIBERATELY CORRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A**

VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, ASSOCIATED BANK RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

Associated Bank reserves the right to disqualify participants who sell winning hockey pucks.

Associated Bank is proud to bring you the Puck Drop Contest. Associated Bank and its respective agencies are not responsible for lost, late, damaged, destroyed, delayed, stolen, misdirected, incomplete, illegible entries or postage due mail or unauthorized human intervention. Once submitted, entries become the exclusive property of Associated Bank and will not be acknowledged or returned. By participating, entrants release and agree to hold harmless Associated Bank, its respective parent companies, subsidiaries, affiliates and the directors, officers, employees and agencies of any of the above entities from any liability whatsoever for any injuries, losses or damages of any kind resulting from acceptance, possession or use/misuse of any prize or participation in the Contest.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Contest Rules or the rights and obligations of participants or Associated Bank in connection with the Contest shall be governed by and construed in accordance with the internal laws of the state of Wisconsin without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws. By entering, participants consent to the jurisdiction and venue of the federal, state and local courts for Green Bay, Wisconsin for the resolution of all disputes related to this Contest.

The invalidity or unenforceability of any provision of these Official Contest Rules shall not affect the validity or enforceability of any other provision. In the event any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Contest Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials and the terms and conditions of these Official Contest Rules, these Official Contest Rules shall prevail, govern and control.

**12. WINNERS LIST:** For the names of prize winners, send a self-addressed, stamped envelope by March 31, 2016, to: Associated Banc-Corp, Attn: Puck Drop Contest, MS 7824, P.O. Box 19097, Green Bay, WI 54307.

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