



NEWS RELEASE

Associated Announces Dividends

1/28/2014

GREEN BAY, Wis., Jan. 28, 2014 /PRNewswire/ -- The Board of Directors of Associated Banc-Corp (NASDAQ:ASBC) today declared a regular quarterly cash dividend of \$0.09 per common share, payable on March 17, 2014, to shareholders of record at the close of business on March 3, 2014.

The Board of Directors also declared a regular quarterly cash dividend of \$0.50 per depositary share on Associated Banc-Corp's 8.00% Series B Perpetual Preferred Stock to shareholders of record at the close of business on March 3, 2014, with the dividend payable date of March 15, 2014, and an actual payment date of March 17, 2014.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NASDAQ: ASBC) has total assets of \$24 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.

FORWARD LOOKING STATEMENTS

Statements made in this document which are not purely historical are forward-looking statements, as defined in the Private Securities Litigation Reform Act of 1995. This includes any statements regarding management's plans, objectives, or goals for future operations, products or services, and forecasts of its revenues, earnings or other measures of performance. Such forward-looking statements may be identified by the use of words such as

"believe", "expect", "anticipate", "plan", "estimate", "should", "will", "intend", "outlook", or similar expressions. Forward-looking statements are based on current management expectations and, by their nature, are subject to risks and uncertainties. Actual results may differ materially from those contained in the forward-looking statements. Factors which may cause actual results to differ materially from those contained in such forward-looking statements include those identified in the company's most recent Form 10-K and subsequent SEC filings. Such factors are incorporated herein by reference.

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SOURCE Associated Banc-Corp