



NEWS RELEASE

Associated Banc-Corp Announces Change in Dates for Declaration and Payment of Quarterly Cash Common Dividends

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GREEN BAY, Wis., Jan. 26, 2012 /PRNewswire/ -- Associated Banc-Corp (NASDAQ: ASBC) announced today the timing for the consideration and payment of dividends on the common stock will be permanently shifted to align with the dividend payments for the recently issued 8.00% Perpetual Preferred Stock, Series B Depositary Shares (the "Series B Preferred"). Dividends on the Series B Preferred, if declared by the Board of Directors, are payable on the 15th day of March, June, September, and December. Going forward, Associated's Board of Directors intends to consider and, if declared, pay dividends on the common and the Series B Preferred on the same dates. Accordingly, common dividends will be considered in late February, May, August, and September and, if declared, paid on the 15th day of March, June, September, and December.

About Associated Banc-Corp

Associated Banc-Corp (NASDAQ: ASBC) has total assets of \$22 billion and is one of the top 50 financial services holding companies operating in the United States. Headquartered in Green Bay, Wis., Associated has approximately 270 banking locations serving more than 150 communities throughout Wisconsin, Illinois and Minnesota. The company offers a full range of banking services and other financial products and services. More information about Associated Banc-Corp is available at www.associatedbank.com.

Statements made in this document that 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. Forward-looking statements are based on current management expectations and, by their nature, are subject to risks and uncertainties. These statements may be identified by the use of words such as "believe," "expect," "anticipate," "plan," "estimate," "should," "will," "intend," "outlook," or similar expressions. Outcomes related to such statements are subject to numerous risk factors and uncertainties including those listed in the Company's most recent Annual Report filed on Form 10-K as updated by the Company's most recent Form 10-Q.

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SOURCE Associated Banc-Corp

