



NEWS RELEASE

Associated Banc-Corp Announces Pricing of \$250 Million, 2.75 Percent Senior Notes and \$250 Million, 4.25 Percent Subordinated Notes Offering

11/5/2014

GREEN BAY, Wis., Nov. 5, 2014 /PRNewswire/ -- Associated Banc-Corp (NASDAQ: ASBC) ("Associated") today announced the pricing of a registered underwritten public offering of \$250 million of 2.75 percent senior notes due 2019 (the "Senior Notes") and \$250 million of 4.25 percent subordinated notes due 2025 (the "Subordinated Notes," and together with the Senior Notes, the "Notes").

The Senior Notes are to be sold at a price of 99.865 percent of the principal amount and will pay interest semi-annually. The Subordinated Notes are to be sold at a price of 99.647 percent of the principal amount and will pay interest semi-annually. The offering is expected to close on November 13, 2014, subject to the satisfaction of customary closing conditions.

Goldman, Sachs & Co. and J.P. Morgan Securities LLC are acting as the joint book-running managers for the offering. Copies of the prospectus and prospectus supplement for the offering may be obtained from Goldman, Sachs & Co., via telephone: (212) 793-5170; facsimile: (212) 902-9316; email: prospectus-ny@ny.email.gs.com; or standard mail at Goldman, Sachs & Co., Attn.: Prospectus Department, 200 West Street, New York, NY, 10282; or J.P. Morgan Securities LLC, via telephone: (212) 834-4533, or standard mail at J.P. Morgan Securities LLC, Attn – Investment Grade Syndicate Desk, 383 Madison Ave, New York, NY, 10179. Investors may also obtain these documents free of charge by visiting the SEC's website at www.sec.gov.

A registration statement relating to these securities has been filed with the Securities and Exchange Commission

and is effective. This news release does not constitute an offer to sell or a solicitation of an offer to buy any securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NASDAQ: ASBC) has total assets of \$26 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.

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.

Investor Contact:

Brian Klaus, Senior Vice President, Investor Relations
920-491-7059

Media Contact:

Cliff Bowers, Senior Vice President, Director of Public Relations
920-491-7542

SOURCE Associated Banc-Corp

