



NEWS RELEASE

Associated Banc-Corp Announces Third Quarter 2011 Earnings Release Date and Conference Call Details

9/21/2011

GREEN BAY, Wis., Sept. 21, 2011 /PRNewswire/ -- Associated Banc-Corp (Nasdaq: ASBC) today announced it will release 2011 third quarter results on Thursday, October 20, 2011 after market close. The company will host a conference call for investors and analysts at 4:00 p.m. Central Time (CT) on the same day.

Interested parties can listen to the call live on the Internet through the investor relations section of the company's website, <http://investor.associatedbank.com/> or by dialing 877-348-9354. The slide presentation for the call will be available on the company's website just prior to the call. The number for international callers is 253-237-1160. Participants should ask the operator for the Associated Banc-Corp third quarter 2011 earnings call, or conference ID number 10934250.

An audio archive of the webcast will be available on the company's website for one month following the call. A replay of the call will be available starting at 7:00 p.m. CT on October 20, 2011 through 11:00 p.m. CT on November 20, 2011 by dialing 855-859-2056 and entering the conference ID number 10934250. The replay number for international callers is 404-537-3406.

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 in 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.

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