



NEWS RELEASE

Associated Banc-Corp Creates Kellogg Asset Management

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Registered investment advisory firm focuses on institutional clients

GREEN BAY, Wis., July 6 /PRNewswire-FirstCall/ -- Associated Banc-Corp (Nasdaq: ASBC) announced today that it has created a new affiliate, Kellogg Asset Management, LLC, a federally registered investment advisory firm, to focus on the unique needs of institutional clients. Based in Green Bay, Wis., Kellogg Asset Management was formed to serve institutional clients in a broad range of industries, nationwide.

"Associated has a long history of working with institutional clients," said Chief Investment Officer, John P. Thayer, CFA. "We believe there is a tremendous opportunity to build on our existing institutional business based on our record of producing competitive investment returns and rigorous risk management. In addition, the experience and expertise of our colleagues strengthens our team approach to serving our clients."

The Kellogg name dates back to 1874, when Rufus B. Kellogg organized the Kellogg National Bank of Green Bay, Wis., which is now known as Associated Bank, N.A. Kellogg Asset Management began managing institutional client accounts in early 2010 with the transfer of investment management responsibilities for institutional clients from Associated Trust Company, N.A., an affiliated banking institution with trust powers.

The investment management team is committed to following a disciplined, consistent process designed to maintain style integrity in the company's large-cap growth equity, core fixed income, intermediate-term fixed income, and short-term fixed income funds. Institutional clients may include corporations, endowments and foundations,

financial intermediaries, insurance companies, municipalities, defined benefit pension funds, and defined contribution retirement plans.

About Kellogg Asset Management

Kellogg Asset Management, LLC, Green Bay, Wis., is a federally registered investment advisor, and an affiliate of Associated Banc-Corp. Kellogg Asset Management's overall goal is to deliver competitive investment performance in a risk-controlled framework. More information about Kellogg Asset Management is available at **www.Kelloggasset.com**.

About Associated Banc-Corp

Headquartered in Green Bay, Wis., Associated Banc-Corp (Nasdaq: ASBC) is a diversified bank holding company with total assets of \$23 billion. Associated has 290 banking offices serving approximately 160 communities in Wisconsin, Minnesota, and Illinois. Associated offers a full range of traditional banking services and a variety of other financial products and services. More information about Associated Banc-Corp is available at **www.AssociatedBank.com**.

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