



NEWS RELEASE

## Associated Banc-Corp Declares Quarterly Cash Dividend

7/28/2010

GREEN BAY, Wis., July 28 /PRNewswire-FirstCall/ -- The Board of Directors of Associated Banc-Corp (Nasdaq: ASBC) today declared a regular quarterly cash dividend of one cent(\$0.01) per share, payable on August 17, 2010, to shareholders of record on August 9, 2010.

Associated Banc-Corp, headquartered in Green Bay, Wis., is a diversified bank holding company with total assets of \$23 billion. Associated has 290 banking offices serving approximately 160 communities in Wisconsin, Illinois, and Minnesota. The company 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](http://www.associatedbank.com).

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SOURCE Associated Banc-Corp

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