



NEWS RELEASE

Associated Banc-Corp Declares Quarterly Cash Dividend

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GREEN BAY, Wis., Oct. 26 /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 November 17, 2010, to shareholders of record on November 8, 2010.

Associated Banc-Corp, headquartered in Green Bay, Wis., is a diversified bank holding company with total assets of \$23 billion. Associated has 288 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.

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