



NEWS RELEASE

Associated Banc-Corp Declares Quarterly Cash Dividend

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GREEN BAY, Wis., July 26, 2011 /PRNewswire/ -- 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, 2011, to shareholders of record on August 8, 2011.

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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