



NEWS RELEASE

Associated Banc-Corp Issues Reminder Concerning Expiration of Warrants

11/9/2018

GREEN BAY, Wis., Nov. 9, 2018 /PRNewswire/ -- Associated Banc-Corp (NYSE: ASB) ("Associated") today issued a reminder to the holders of the outstanding warrants to purchase shares of common stock of Associated (NYSE MKT: ASB WS) that the warrants will expire at 5:00 p.m. New York City time on Wednesday, November 21, 2018.

The NYSE has notified Associated that it will suspend trading in the warrants before the opening of trading on Monday, November 19, 2018, in order to ensure timely settlement of any warrants that may be purchased and then exercised prior to the expiration of the warrants. As a result, the last day of trading in the warrants will be Friday, November 16, 2018, unless notice of guaranteed delivery is provided.

Any warrant not exercised prior to 5:00 p.m. New York City time on Wednesday, November 21, 2018, will expire and become void, and the holder will not receive any shares of Associated common stock.

The warrants were originally issued to the United States Treasury on November 21, 2008 and were sold to the public in an auction process in November 2011. As of September 30, 2018, there were approximately 103,000 warrants outstanding, with an exercise price of \$19.77 per share.

Holders of warrants who wish to exercise their warrants should contact the broker or custodian through which they hold their warrants for instructions on how to exercise the warrants. Brokers and custodians are encouraged to contact the warrant agent, Equiniti Trust Company, or the Depository Trust & Clearing Corporation well in advance of the expiration time on November 21, 2018 to confirm the procedures for exercising warrants.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of over \$33 billion and is one of the top 50 publicly traded U.S. bank holding companies. Headquartered in Green Bay, Wisconsin, Associated is a leading Midwest banking franchise, offering a full range of financial products and services from more than 230 banking locations serving more than 110 communities throughout Wisconsin, Illinois and Minnesota, and commercial financial services in Indiana, Michigan, Missouri, Ohio and Texas. Associated Bank, N.A. is an Equal Housing Lender, Equal Opportunity Lender and Member FDIC. More information about Associated Banc-Corp is available at www.associatedbank.com.

Investor Contact:

Robb Timme, Vice President, Investor Relations
920-491-7059

Media Contact:

Jennifer Kaminski, Vice President, Public Relations Manager
920-491-7576

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