



NEWS RELEASE

## Associated Banc-Corp to Announce Third Quarter 2012 Earnings and Hold Earnings Conference Call on October 18, 2012

9/18/2012

GREEN BAY, Wis., Sept. 18, 2012 /PRNewswire/ -- Associated Banc-Corp (NASDAQ: ASBC) today announced it will release 2012 third quarter results on Thursday, October 18, 2012, after market close. The company will host a conference call for investors and analysts at 4:00 p.m. Central Time (CT) on the same day.

Interested parties can listen to the call live on the Internet through the investor relations section of the company's website, <http://investor.associatedbank.com> or by dialing 877-317-6789. The slide presentation for the call will be available on the company's website just prior to the call. The number for international callers is 412-317-6789. Participants should ask the operator for the Associated Banc-Corp third quarter 2012 earnings call.

An audio archive of the webcast will be available on the company's website at <http://investor.associatedbank.com>. A telephone replay will be available one hour after the completion of the call through 8:00 a.m. CT on November 19, 2012, by dialing 877-344-7529 and entering the conference ID number 10018690. The replay number for international callers is 412-317-0088.

### ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NASDAQ: ASBC) has total assets of \$22 billion and is one of the top 50, publicly traded, U.S. bank holding companies. Headquartered in Green Bay, Wis., Associated is a leading Midwest banking franchise, offering a full range of financial products and services through more than 250 banking locations serving more than 150 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](http://www.associatedbank.com).

**Investor Contact:**

Tim Sedabres, Vice President, Finance

920-491-7059

**Media Contact:**

Autumn Latimore, Senior Vice President, Public Relations Director

414-278-1860

SOURCE Associated Banc-Corp

