



NEWS RELEASE

Associated Banc-Corp to Present at Barclays Conference on September 11, 2012

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GREEN BAY, Wis., Aug. 31, 2012 /PRNewswire/ -- Associated Banc-Corp (NASDAQ: ASBC) announced today that Philip B. Flynn, President and CEO, will present at the Barclays Global Financial Services Conference in New York City, NY at 7:30 a.m. EDT on Tuesday, September 11, 2012.

The live audio webcast of the presentation and presentation slides can be accessed via Associated Banc-Corp's website at <http://investor.associatedbank.com>. A replay of the presentation will be accessible for 90 days after the presentation date.

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.

Statements made in this document which are not purely historical are forward-looking statements, as defined in the Private Securities Litigation Reform Act of 1995. This includes any statements regarding management's plans, objectives, or goals for future operations, products or services, and forecasts of its revenues, earnings, or other

measures of performance. Such forward-looking statements may be identified by the use of words such as "believe", "expect", "anticipate", "plan", "estimate", "should", "will", "intend", "outlook", or similar expressions. Forward-looking statements are based on current management expectations and, by their nature, are subject to risks and uncertainties. Actual results may differ materially from those contained in the forward-looking statements. Factors which may cause actual results to differ materially from those contained in such forward-looking statements include those identified in the company's most recent Form 10-K and subsequent SEC filings. Such factors are incorporated herein by reference.

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SOURCE Associated Banc-Corp