



NEWS RELEASE

Associated Bank Builds Commercial Banking Presence in Chicago Market

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Donna N. Smith Named Executive Vice President, Commercial Banking Director for the South Region

CHICAGO, June 9 /PRNewswire-FirstCall/ -- Associated Bank announced today that it is building its commercial banking presence in the Chicago market with the addition of several senior level managers. "The addition of these industry leaders is in keeping with our plans to grow and expand in the Chicago and Illinois markets," said Executive Vice President, Mark Sander. Sander, who joined Associated Bank in September 2009, heads up commercial banking for the company.

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Donna N. Smith has been named Executive Vice President, Commercial Banking Director, South Region. In this role, she will be responsible for overseeing the commercial and industrial business lines for the company's south region, which includes Chicago, Peoria, southern Illinois, and the St. Louis area.

Smith brings more than 30 years of commercial banking experience to Associated Bank. Most recently, she held the position of global commercial banking market executive within the Midwest region of Bank of America. Previously, Smith served as group senior vice president for LaSalle Bank, where she managed six middle market divisions. Smith joined LaSalle Bank in 1997 as senior vice president and division head and was responsible for a middle

market division, providing commercial banking services for companies throughout the Midwest. Other previous experience includes management positions in commercial banking with Harris Bank and Fifth Third Bank, both in Chicago.

Robert M. Swanson has been named Commercial Banking Regional Manager for the south region. Swanson has more than 30 years of commercial banking experience in the Chicago market. Most recently, he served as senior vice president, group head for Fifth Third Bank, where he focused on middle market companies in north and northwest Chicago. Previously, Swanson was a middle market division head for LaSalle Bank, Chicago.

Rod A. Murray joins Associated Bank as Commercial Banking Middle Market Manager, Illinois. Murray comes to Associated from The PrivateBank, Chicago, where he was managing director and division head for a middle market commercial lending team. Previous experience includes eight years with LaSalle Bank, Chicago, where he held a number of management positions in commercial banking.

"We are very pleased to welcome this group of talented, seasoned bankers to Associated," said Sander. "We are excited about the experience and expertise they bring to our customers and our commercial banking team. We look forward to their contributions as we continue to grow our commercial banking business."

Associated Bank is part of Associated Banc-Corp (Nasdaq: ASBC), a diversified bank holding company with total assets of \$23 billion. Headquartered in Green Bay, Wisconsin, Associated has 290 banking offices serving approximately 160 communities in Wisconsin, Minnesota, and Illinois. Associated 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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