



NEWS RELEASE

Associated Bank Celebrates a Packers Victory, Reintroduces Checking Account for the Ultimate Packer Fan

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GREEN BAY, Wis., Feb. 9, 2011/PRNewswire/ -- Associated Bank is proud to offer a checking account for the ultimate Packer fan. The offer began January 31st and will run through February 13th in all Associated Bank branches throughout Wisconsin.

"It's no secret the support the Packers receive from their fans is one of a kind," said Nick Papachristou, Executive Vice President and Director of Corporate Marketing. "We at Associated believe our customers deserve the same amount of attention."

When Associated customers open a Packers checking account for the first time during this promotion, the customer will receive their first order of Packers checks for free, a ten dollar rebate for the first purchase made with the use of the Packers Debit MasterCard before February 28, and a Packers pennant and flag to celebrate the Packers' victory.

"On behalf of Associated, I would like to congratulate the Green Bay Packers for winning the Super Bowl and becoming the World Champions," said Phil Flynn, CEO of Associated Banc-Corp. "It will be great to see the Lombardi trophy back in our hometown."

Associated Bank is part of Associated Banc-Corp (Nasdaq: ASBC), a diversified bank holding company with total assets of \$22 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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