



NEWS RELEASE

Associated Bank Customers Opt for eStatements And Help Reforest Midwest Timberlands

1/21/2014

GREEN BAY, Wis., Jan. 21, 2014 /PRNewswire/ -- A unique 2013 relationship between Associated Bank and the Arbor Day Foundation rewarded the bank's consumer and business banking deposit product customers switching from paper statements to eStatements with a tree planted on their behalf by the Foundation.

Associated estimates that 113,567 trees have been pledged to the Arbor Day Foundation during 2013 for planting in Wisconsin, Illinois and Minnesota thanks to the program. Associated donated \$1.00 to the foundation for each of the trees.

"This program far exceeded our expectations," said David Stein, Associated executive vice president and head of retail banking. "Our initial donation estimate for 2013 was 25,000 trees, but our customers recognized both the environmental benefits, enhanced identity security and reduced paperwork."

"The Arbor Day Foundation is grateful for Associated's support and commitment in bringing life back to our forests by helping to restore wildlife habitats, protecting water resources, and ensuring that nature will be enjoyed by future generations," said Dan Lambe, vice president, programs, Arbor Day Foundation.

Specific planting initiatives took place at Horn Field Campus in Illinois, which planted an estimated 6,250 trees; and Bayfield County Forest in Wisconsin where an additional 55,218 trees were planted. An estimated 52,000 additional trees will be planted in Minnesota in the spring of 2014 in an area to be determined.

Planted trees included red pine, white pine, white spruce, jack pine, white oak, chinquapin oak, bur oak, black walnut, and shagbark hickory trees.

According to Stein, "The significant transition to eStatements is a great example of a customer-focused program that really benefits everyone. It's great for the environment as it reduces paper waste, and it benefits our customers through enhanced identity security. In addition, it helps the bank become a bit more efficient and accurate at serving our customers through reduced paper processes."

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NASDAQ: ASBC) has total assets of \$24 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 in over 200 banking locations serving more than 100 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.

About Arbor Day Foundation

Arbor Day Foundation is a million member nonprofit conservation and education organization with the mission to inspire people to plant, nurture and celebrate trees. More information is available at arborday.org.

Contact: Cliff Bowers

Senior Vice President

Public Relations Director

920-491-7542 phone

920-241-0371 CELL

Clifford.Bowers@associatedbank.com

SOURCE Associated Banc-Corp