



NEWS RELEASE

Associated Bank announces leadership changes

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GREEN BAY, Wis., Feb. 8, 2017 /PRNewswire/ -- Associated Banc-Corp (NYSE: ASB) (Associated) announced changes involving its executive committee.

James (Jim) Simons, currently Associated's executive vice president and deputy chief credit officer, has been promoted to executive vice president and chief credit officer effective February 7, 2017, succeeding Scott S. Hickey. Simons' appointment was part of a planned transition relating to Hickey's previously announced retirement in May 2017.

Simons has more than 38 years of industry experience. He joined Associated in 2016 from CIT where he served as chief credit officer for the Energy, Power, Technology, Real Estate, Private Banking, Middle Market and SBA business lines. He has also held executive credit roles with Guaranty Bancorp and US Bancorp.

"Jim's solid knowledge and experience in leading credit functions will help us continue to enhance management of the company's portfolio and effectively meet the overall goals of the company," said Philip B. Flynn, president and CEO, Associated Bank.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of \$29 billion and is one of the top 50 publicly traded U.S. bank holding companies. Headquartered in Green Bay, Wisconsin, Associated is a leading Midwest banking franchise, offering a full range of financial products and services from 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.

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