



NEWS RELEASE

Associated Bank earns another STAR Performer salute from Fannie Mae for mortgage servicing excellence

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GREEN BAY, Wis., April 22, 2016 /PRNewswire/ -- Associated Bank (NYSE: ASB) has been recognized for its 2015 mortgage servicing performance as part of an assessment and recognition program sponsored by Fannie Mae, the leading source of residential mortgage credit in the U.S. secondary market.

For the second consecutive year, Fannie Mae recognized Associated for outstanding mortgage "general servicing" as part of its Servicer Total Achievement and Rewards™ (STAR™) Program. General servicing encompasses customer service, loan administration and other areas.

Associated serviced approximately 63,000 Fannie Mae mortgages in 2015 with total balances in excess of \$7.5 billion.

The company was similarly recognized in 2012 and 2013 as part of previous Fannie Mae industry performance evaluation and recognition programs.

"Our STAR Program supports the industry by establishing a transparent and formal framework to evaluate servicers for their competency, capacity, and overall performance," said Kurt Reheiser, Fannie Mae's vice president – servicer performance solutions.

"While we continue to evolve our processes to meet the many challenges within the financial industry, it is clear we

have the right attention on what is needed to be a best-in-class servicer," said John Crandall, director of residential loan servicing for Associated's Consumer and Commercial Banking unit. "Our main goal has always been and remains keeping customers in their homes."

Crandall added that the recognition reflects a group effort as the criteria extends over numerous functional areas of Associated. "We are proud to accept this recognition on behalf of all of the colleagues who helped make this happen."

Earlier this year the company attained its 7th consecutive year as Wisconsin's largest mortgage lender. Associated has significant residential mortgage lending business in Minnesota and Illinois as well.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of over \$28 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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