



NEWS RELEASE

Associated Bank teams with American Legion Departments in Wisconsin, Minnesota and Illinois to recognize veterans with displays in branch banks

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GREEN BAY, Wis., Nov. 3, 2014 /PRNewswire/ -- During November, Associated Bank branches throughout Wisconsin, Minnesota and Illinois will encourage customers, community members, employees and family members who are veterans or active-duty military personnel to bring in photos of themselves in uniform or other military mementos for display in their lobbies.

When the recognition program concludes at the end of November, representatives of American Legion Departments in each state will select a top Associated Bank branch display from submitted photos. Associated will donate \$2,500 to support American Legion Post programming in each of the three communities with the best veterans-appreciation branch displays.

"Our colleagues in our branches are very heart-felt about this opportunity to recognize our veterans and military personnel for their service and sacrifice," said Philip B. Flynn, Associated president and CEO. "We hope our contributions to the American Legion posts in our three core states will create even more community excitement and engagement in this recognition program."

"The American Legion of Wisconsin is delighted to join forces with Associated Bank to showcase in their bank branches the individual contributions of our veterans and military personnel," said Bob Shappell, commander of the American Legion Department of Wisconsin. "In addition, the contribution that will go to one of our state Posts following our judging will significantly enhance important programming taking place in support of our veterans."

Associated is also collaborating with Peggy Moon, commander of the American Legion Department of Minnesota; and Henry Robards, commander of the American Legion Department of Illinois.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NASDAQ: ASBC) has total assets of \$26 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**.

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