



NEWS RELEASE

Associated Bank's OOBA Provides Greater Protection from Online Threats

11/5/2009

Associated is one of the first banks in the country to offer phone-based authentication to its business banking customers

MILWAUKEE--(BUSINESS WIRE)-- Associated Bank has introduced a new service that will provide its business banking customers with additional protection from fraudulent attacks against live online banking sessions. OOBA, which stands for out-of-band authentication, has been touted as a better solution to combat advanced types of fraud.

As the frequency and sophistication of attacks targeting online banking continue to increase, out-of-band authentication is becoming more widely recognized as a best practice for securing online banking sessions. The use of real-time Web services may make it possible for fraudsters to get around some of the roadblocks that companies and their banks have put in their way. Associated Bank's OOBA verifies the identity of the user by calling them on their landline or mobile phone and requiring the user to enter another personal identification number into their phone.

"In today's environment every customer has to be security conscious," said Associated Senior Vice President and Director of Treasury Management Todd Adler. "We are pleased to offer a leading-edge solution that helps protect our business customers and their accounts. This convenient automated solution utilizes technology that our customers have in place and are comfortable using. OOBA means greater protection and quicker detection if someone attempts to compromise our customers' systems."

Associated Bank is part of Associated Banc-Corp (NASDAQ: ASBC), headquartered in Green Bay, Wis., a diversified bank holding company with total assets of \$23 billion. Associated has approximately 300 banking offices serving an estimated 160 communities in Wisconsin, Minnesota and Illinois. The company offers a full range of traditional banking services and a variety of other financial products and services. More information about Associated Banc-Corp and OOBA is available at www.AssociatedBank.com.

Deposit products are offered by Associated Bank, N.A., Member FDIC.

Source: Associated Bank

Contact: Associated Bank Janet L. Ford Senior Vice President Public Relations Director 414-278-1890 PHONE 414-704-1211 CELL janet.ford@associatedbank.com