NEWS RELEASE

Associated Commercial Real Estate Identifies Growth Opportunity in the Detroit Market

4/13/2012

GREEN BAY, Wis., April 13, 2012 /PRNewswire/ -- Associated Banc-Corp (NASDAQ: ASBC) today announced the expansion of its Commercial Real Estate (CRE) services to the Detroit area, along with the addition of two highly regarded seasoned veterans in the Southeast Michigan market: Don Heath and Kathy Bozek.

Heath, a lifelong Michigander, has more than 30 years of extensive experience in all facets of commercial real estate banking. Heath, Senior Vice President and Team Leader, will be responsible for managing, developing and deepening Associated's Real Estate lending presence in Michigan.

Prior to joining Associated, Heath was a Senior Vice President and Market Executive for Bank of America. He was responsible for Commercial Real Estate business development for the state of Michigan. His experiences also include CRE leadership roles with LaSalle Bank where he was responsible for business development, portfolio management and support operations. Heath is active in the Urban Land Institute, United Way and Forgotten Harvest.

Kathy Bozek, CRE Relationship Manager, also joins Associated from Bank of America where she most recently held the role of Senior Vice President, Senior Debt Products Officer. Bozek will be responsible for generating new commercial real estate loans and developing client relationships in the market. She will assist clients with day-to-day activities and facilitate introductions to other areas of the bank for cross-sales opportunities.

Bozek's 13 years of experience also includes commercial real estate lending positions with Standard Federal /

LaSalle Bank and Bank One / JP Morgan Chase. Bozek is active in the community, having participated in community service activities with the Susan G. Komen Breast Cancer Foundation, Detroit-area Capuchin Soup Kitchen, Forgotten Harvest and Ronald McDonald House.

Said Breck Hanson, Executive Vice President and Head of CRE, "We expect the state of Michigan, in its recovery status, to be a significant contributor to the execution of Associated Bank's Midwest footprint strategy."

The Associated southeastern Michigan team office will be located in Birmingham, MI, at 355 S. Old Woodward, Suite 210.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NASDAQ: ASBC) has total assets of $22 billion and is one of the top 50 financial services holding companies operating in the United States. Headquartered in Green Bay, Wis., Associated has more than 250 banking locations serving more than 150 communities throughout Wisconsin, Illinois and Minnesota. The company offers a full range of banking services and other financial products and services. 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**.

Contact: Autumn M. Latimore
Senior Vice President
Public Relations Director
414-278-1860 PHONE
414-380-9082 CELL
autumn.latimore@associatedbank.com

Contact: Jennifer Kaminski
Vice President
Public Relations Manager
920.431.8894 PHONE
920-360-5914 CELL
jennifer.kaminski@associatedbank.com

SOURCE Associated Banc-Corp