



NEWS RELEASE

Associated Names Robert Timothy Watson Executive Vice President and Corporate Treasurer

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GREEN BAY, Wis., Sept. 28, 2011 /PRNewswire/ -- Associated Banc-Corp (NASDAQ: ASBC) has named Robert Timothy Watson Executive Vice President and Corporate Treasurer. In this role, he will be responsible for managing the company's treasury activities including investments, funding, and interest rate and liquidity risk management.

Watson, a native of Michigan, brings more than 30 years of bank treasury expertise to Associated. He began his career as a management trainee at the National Bank of Detroit. His roles and responsibilities grew with the institution as it later merged into First Chicago, Bank One, and ultimately, JPMorgan Chase. During his 24-year career with the institution, Watson held a successive series of trading and management positions of increasing responsibility on the money desk, in foreign exchange, in funding, and in investments.

Watson left JPMorgan Chase as a Managing Director and went on to serve as Treasurer of BankAtlantic in Fort Lauderdale and, more recently, as Director of Corporate Treasury at Whitney National Bank in New Orleans. At Whitney, Watson oversaw all aspects of Asset/Liability Management including investments, funding, pricing committees, BOLI, derivatives, operations, and collateral management activities.

"We are pleased that we continue to attract the highest caliber of banking professionals to Associated," said Associated Banc-Corp's Deputy Chief Financial Officer, Christopher Del Moral-Niles. "Tim's combination of experience, in both money center and regional banking environments, and his history of successfully leading treasury teams through acquisitions, will be very valuable to us as we look to grow our franchise and enhance our capabilities to serve our customers."

Watson graduated with honors from Wayne State University where he earned a Bachelor of Science in Business Administration with a specialization in financial markets. Watson will be based at Associated's corporate headquarters in Green Bay.

About Associated Banc-Corp

Associated Banc-Corp (NASDAQ: ASBC) is one of the top 50 financial services holding companies operating in the United States. Headquartered in Green Bay, Wis., Associated has approximately 270 banking locations serving more than 150 communities in Wisconsin, Illinois and Minnesota. The company offers a full range of banking services and other financial products and services. More information about Associated Banc-Corp is available at **www.associatedbank.com**.

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