



NEWS RELEASE

Associated Names Yee as New Chief Information and Operations Officer

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GREEN BAY, Wis., May 14, 2012 /PRNewswire/ -- Associated Banc-Corp (NASDAQ: ASBC) today announced the appointment of James Yee to the role of Executive Vice President, Chief Information and Operations Officer. Based in Green Bay, Yee will be responsible for the overall direction, leadership and results of the corporation's information technology systems and strategies, as well as key operational activities.

"Jim will be a tremendous asset to our team," said Associated President and CEO Philip B. Flynn. "His approach to technology and business processes will advance the bank's operations for the benefit of our customers, while positioning us for continued success in the market."

Yee brings 37 years leadership experience in the management of information technology and back office operations in the financial services industry, including more than 15 years experience as a chief information officer. Most recently, Yee held the position of Executive Vice President and Chief Information Officer with Union Bank in California. Yee has worked in information technology and operations capacities at Charles Schwab & Company, Pacific Exchange Inc., Banc of America Securities, and Stanford University Hospital & Medical Center. He began his career with Chase Manhattan Bank (J.P. Morgan Chase).

Yee received his bachelor's degree in industrial engineering from Columbia University and earned his MBA in finance from St. John's University.

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**.

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