



NEWS RELEASE

## Associated announces leadership changes

12/15/2015

GREEN BAY, Wis., Dec. 15, 2015 /PRNewswire/ -- Associated Banc-Corp (NYSE: ASB) ("Associated") today announced changes involving its executive committee.

Paul G. Schmidt, currently Associated's Executive Vice President and Deputy Head of Commercial Real Estate (CRE), has been promoted to Head of CRE effective January 1, 2016. Paul has more than 30 years of banking experience including management of multiple CRE regional lending offices for Wells Fargo.

In addition, Breck F. Hanson, formerly Executive Vice President, Head of CRE and Chicago Market President, will become Vice Chairman of Associated Bank, N.A., effective January 1, 2016. In that position, and in his continuing role as Chicago Market President, Breck will focus on building the commercial real estate business as well as Associated's extensive portfolio of other financial service businesses in the Greater Chicago area.

"Since joining Associated in May of this year, Paul has added significant value to the organization with his extensive experience in the commercial real estate field," said Associated President and CEO, Philip B. Flynn. "In addition, we are delighted that Breck, in his new role, will continue to be a key leader in helping us build a greater presence for all of our businesses in the Chicago market."

### ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of \$27 billion and is one of the top 50, publicly traded, U.S. bank holding companies. Headquartered in Green Bay, Wisconsin, Associated is a leading Midwest banking franchise, offering a full range of financial products and services from 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](http://www.associatedbank.com).

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