



NEWS RELEASE

Consumer preferences for banking channels continue to evolve

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GREEN BAY, Wis., June 3, 2016 /PRNewswire/ -- Associated Bank (NYSE:ASB) has announced the promotion of Brent R. Tischler to executive vice president and director of Retail Banking. In that role Tischler becomes responsible for the company's banking experience with consumers and small businesses at retail branches, as well as through mobile, online and other channels. He will also oversee product management, sales, retail delivery and other functions for the Associated Bank business line.

Tischler, who joined Associated in 2010, reports to David L. Stein, executive vice president and head of consumer and commercial banking for Associated.

"Most recently, Brent has been our architect for our non-branch channel strategy and progress," Stein said. "His leadership and success in that dynamic environment positions him well for this expanded assignment. Creating a seamless, cross-channel vision and a customer experience that differentiates us in the marketplace is essential to our future."

The company's directors of consumer banking, small business banking, retail sales management, branch banking, digital channels, virtual sales, channel optimization and retail delivery will all report to Tischler.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of over \$28 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.

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