



NEWS RELEASE

## Derpinghaus Assumes Associated's General Auditor Position

4/8/2011

GREEN BAY, Wis., April 8, 2011 /PRNewswire/ -- Associated Banc-Corp (NASDAQ: ASBC) announced today that Patrick J. Derpinghaus joined the company effective April 1, 2011. He will assume the position of General Auditor following the retirement of Arthur E. Olsen III. Olsen has served as General Auditor for the company since 1993.

"We want to thank Art Olsen for his many years of service to Associated and wish him well in his retirement," said President and CEO Philip B. Flynn. "At the same time, we are pleased to announce that Pat Derpinghaus will assume the independent internal audit function of the company, functionally reporting directly to the Audit Committee of the Board of Directors. Pat brings many years of audit and risk management experience to Associated."

Derpinghaus joins Associated from U.S. Bancorp where, most recently, he served as Audit Director. He brings more than 30 years of experience in various audit, accounting and administrative capacities to Associated. Derpinghaus holds a bachelor's degree in accounting from St. Norbert College, De Pere, Wis. He is a member of the American Institute of Certified Public Accountants, the Wisconsin Institute of Certified Public Accountants, and the Institute of Internal Auditors.

### About Associated Banc-Corp

Associated Banc-Corp (NASDAQ: ASBC) is one of the top 50 financial services holding companies operating in the United States. Associated had total assets of \$22 billion at December 31, 2010. Headquartered in Green Bay, Wis., Associated has approximately 280 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](http://www.associatedbank.com).

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