



Associated Bank

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News Release

December 19, 2006

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Associated Bank to expand presence in downtown Madison

MADISON, Wis. – In an effort to better meet the needs of its clients in a rapidly growing market, many of whom live and work downtown, Associated Bank has decided to bolster its presence in downtown Madison inside a renovated, expanded facility.

At 202 State St., Associated will take over the second floor and complement its existing first-floor branch with wealth management, commercial banking, insurance, private banking, mortgage and other personnel, plus needed office and meeting space.

Associated's changes will coincide with work being done by the building's owner that will update the exterior facade with limestone, add a commercial fourth floor to the building and include a glass elevator that will face the Overture Center. All work should be completed by spring 2007.

"As the No. 1 bank in Madison, it is absolutely essential that we have a prominent presence in close proximity to Capitol Square and the vibrant downtown area," said David Stein, South Central regional president. "Being in a hub of financial and legal activity will allow our clients the easiest possible access to Associated's expertise and services. Further, this building will be a beautiful complement to the Overture Center immediately across the street.

"We look forward to our enhanced facility and the opportunities it will present for us and our clients."

Once the expansion is completed, Associated will consider its downtown facility a satellite of its regional headquarters at 8040 Excelsior Drive, in the Old Sauk Trails Business Park on the city's west side.

Stein said although some bankers will relocate downtown from other Madison area offices, many of the associates who will work there will be new hires, brought on board to meet the needs of a larger bank.

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Associated State Street/Add one

“In the past two years, Associated Bank has grown significantly in Madison and surrounding communities, and we anticipate that growth will be ongoing,” Stein said. “Naturally, with that level of activity comes the need for additional people and resources. We are equipping our expanded work force with a modern facility that will allow them to exceed the expectations of our consumer, business and corporate clients.”

Each floor that Associated will occupy will have about 4,200 square feet. The banking office will remain open as improvements are made, so clients will not experience any extra inconvenience.

Prior to 2005, the building served as the local headquarters of First Federal Bank. Associated acquired the building upon the acquisition of the bank in 2005, and decided to sell the building and lease back space.

Associated Bank is part of Associated Banc-Corp, a diversified bank holding company with total assets of \$21 billion headquartered in Green Bay, Wis. Associated has 315 banking offices serving more than 180 communities in Wisconsin, Illinois and Minnesota, and more banking locations in Wisconsin than any other bank. Associated offers a full range of traditional banking services and a variety of other financial products and services. More information about Associated Banc-Corp is available at www.AssociatedBank.com.