



Associated Banc-Corp

News Release

MEDIA CONTACT:

Cindy Moon-Mogush, Corporate Communications
920-431-8034

Associated Bank Alerts Consumers to Phishing Scam

GREEN BAY, Wis. – April 17, 2007 – Associated Bank has been alerted to a “phishing” scam taking place throughout the Madison area. The term phishing refers to a fraudulent attempt to obtain personal and account information, and is done via Internet or telephone. With the intent of stealing check card and credit card information, many citizens throughout the area have received a telephone call indicating that Associated Bank’s operations and billing services department needs to update their check card information. The listener is then asked to call 888-312-2616 to verify their account information. They are asked for their check card number, expiration date and password or PIN number.

“It is very important for consumers to realize a bank will never ask them for their PIN number. That is a major red flag that the call, or in many cases an e-mail, is fraudulent,” said Associated Bank spokesperson Cindy Moon-Mogush. “In this particular situation it appears that the criminals are using automated dialers to call random numbers throughout the Madison area and leaving this message with thousands of people. We want to alert all residents of Wisconsin to be aware of this situation so they can take appropriate action if they receive a similar call.”

The scam appears to be targeting other banks as well. No customer information has been obtained from Associated or any other bank. The key is to keep customers of these banks from releasing any of their personal or account information to these criminals.

If any consumers have released information through this scam and believe they may have compromised their account information, they are encouraged to contact their bank immediately. Associated Bank customers can call the Associated Bank customer care center at 800-236-8866.

Associated Banc-Corp, headquartered in Green Bay, Wis., is a diversified bank holding company with total assets of \$21 billion. Associated has more than 300 banking offices serving more than 180 communities in Wisconsin, Illinois, and Minnesota. The company 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.